

CYCLE NEWS

WEST

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FRANCE**



AMERICA'S WEEKLY MOTORCYCLE NEWSPAPER



(Clockwise from above) Mike Melton collected his third win in four events. John Martin recovered from the water crossings to place second overall. Dwight Rudder rode a borrowed bike to High Point A honors. Riders leave the starting line.

AMA National Championship Enduro Series: Round 4

Melton tops Little Harpeth Enduro

By Dan McCauley

BUCKSNORT, TN, APR. 10

Team Husqvarna's Mike Melton collected the overall win in the Don Thava Factory Works-organized 13th Annual Little Harpeth Enduro. This, the fourth round of the 12

event AMA National Championship Enduro Series, was Melton's third overall win this season.

Can-Am factory pilot John Martin, riding with a bruised right wrist and arm, finished a scant point behind Melton to take the second place points and the Open AA win. Defending National Champion Terry Cunningham and Kevin Hines rounded out the top four places.

Ironically, this is also the order in which the foursome stand in National points. Melton's point lead has now been stretched to 30 over Martin, 106 to 76.

As has been the case in each National Enduro this season, Jeff Fredette captured the 200cc AA win on his Jones/Metzeler-sponsored Kawasaki KDX 200.

Dwight Rudder, who is a Maico Support rider, was unable to service

his red mount following the Tulsa Three-Day ISDE qualifier, in time to make the Little Harpeth, so Rudder borrowed a 1982 Husqvarna 250 XC and rode it to High Point A honors.

Melton piloted his Hi-Point/Jones/Dunlop/Bel-Ray/Oury-sponsored Husqvarna 430 WR to an eight point loss in the 139.6 mile run.

"I thought it was going to be an ass kicker, like a couple of years ago, but it wasn't, it was just really good," said Melton. Melton also took the Little Harpeth overall two years ago.

"The event was pretty easy for us AA guys — but we didn't zero it," said Martin. John went on to say, "I think everyone enjoyed themselves."

Varying from tight woods to a majority of third and fourth gear trails, no bottlenecks developed. This showed super layout because a large amount of rain fell the week prior to the event.

Both gas stops were within a few

hundred yards of the starting area, and this was very convenient for pit crews. The Don Thava Factory Works Club also provided great spectator points within a stone's throw of the gas stops, the first in the form of an eighth-of-a-mile grass track and then a creek which riders crossed twice.

At the first gas stop at 25.6 miles, the riders were given a 40 minute reset. Melton had the best score with a 6:24. Cunningham was 14 seconds slower.

Maico Meister Barry Higgins said, at the first gas stop, "I'm going back to MX—you don't have to go as fast as this."

At the second gas stop, Cunningham said, "They should have made it much tougher—we're just cruisin'." To this, Martin said, "If it's so easy, how come Terry doesn't have a zero?" Melton and Cunningham had both picked up two more points, giving them each scores of eight. Martin was only one minute off the pace with a nine.

Cunningham knew he was still behind. He then made a very costly error by burning two checks by a minute each.

However, the second to last check was also hit hot by Kevin Hines, Mark Hyde, Kevin Brown and many others. The check's clock was 20 sec-

onds off and the check was thrown out.

As the scores were being calculated some pretty good stories were being told back at the starting area. "Something passed me and then jumped right in front of me!" said Hyde. "I couldn't believe it, it was a doe. I kept thinking I almost killed Bambi."

Fourth overall was a close battle between Massachusetts' Kevin Hines and northern California's David Bertram. Two seconds on the tie-breaker check divided the Husqvarna support riders. Hines came out on top and said, "I think they could have placed the checks in more appropriate places." Hines concluded by saying, "It was good fun!"

Fredette said, "The terrain was excellent, but the trails were awful slick—I was just slidin'."

The Open A class belonged to Alvin McCannon. The day before leaving for the enduro, McCannon picked up two new Husqvarnas. McCannon said, "It's nice to finally finish." David Kerwell was four points behind McCannon to take second.

Christan Rodemann IV took Over all B on his Husqvarna 250 XC. Rodemann who is a member of The New Orleans Enduro Association said, "I was going for it."

Emmet Cox turned in a terrific ride in the Senior A-class. Cox lost only 26



points. New England's Joe Morell was forced to settle for second.

A classic duel for the Super Senior win once again involved Richard Lenover and John Buffaloe. Lenover squeaked past Buffaloe by a single point to take home the first place trophy. Ted Schwartz finished third.

After driving some 24 hours with his girlfriend Kim, Fritz Kadlec was unable to improve his AA standing. At the first gas, Kadlec was forced to remove the Kawasaki KX 250 engine from its frame, and the nut which holds the clutch basket fell off. Kadlec fixed the clutch and continued riding, although he had lost some 16 minutes in the process. "I rode like a mad dog after I got going again," said Kadlec.

Russell Brothers, Jr., one of the organizers summed things up: "Today we had exactly the kind of enduro we wanted. You have to put the run on for the B riders."

Results

OVERALL: 1. Mike Melton (Hus) 8; 2. John Martin (C-A) 9; 3. Terry Cunningham (Hus) 10; 4. Kevin Hines (Hus) 11; 5. David Bertram (Hus) 11; 6. Mark Hyde (Hus) 12; 7. Rick Scharphorn (Hus) 13; 8. Jeff Fredette (Kaw) 14; 9. Darryl Kuenzer (KTM) 16; 10. Ron Ribolzi (Hus) 17.

HIGH POINT A: Dwight Rudder (Hus) 18.

HIGH POINT B: Christian Rodemann IV (Hus) 32.

125cc A: 1. Bobby Thomas 30; 2. Charles Nash

39; 3. Thomas Opichka 75; 4. James Gross 100.

200cc A: 1. Tom Howard 38; 2. Mike Detjens 44;

3. Eldon Keen 46; 4. G. John Biasini 48; 5. Sammy Paulk 48.

250cc A: 1. Tony Mitchell 20; 2. Eddie Keen 23; 3.

Kevin Brown 24; 4. Greg Koontz 28; 5. Dean Kronenwetter 29.

OPEN A: 1. Alvin McCannon 30; 2. David Kerwell

34; Justin G. Cowyers 44; 4. Bobby Johns 45; 5.

Craig Kennedy 45.

4-STROKE A: Benny Galbraith 76.

SR A: 1. Emmet Cox 26; 2. Joseph B. Morel 36; 3.

C. Scharphorn 40; 4. George DeVeney 45; 5. Harold Thomas 48.

125cc B: 1. Randal Jones 52; 2. Chris Burk 54; 3.

Don Stauffer 64; 4. Butch McMasters 69; 5. Jerry W. Thornburg 74.

200cc B: 1. Ken Joyce 37; 2. David Newton 42; 3.

Noran Cotton 57; 4. Mike Cantrell 57; 5. Mike Forney 60.

250cc B: 1. Dale Hulsey 34; 2. Tom Krivi 36; 3.

Jerry Spence 38; 4. David Lunden 40; 5. Dennis Butler 40.

OPEN B: 1. F. Lambert 42; 2. Rick McDonald 44;

3. Guy Anderson 49; 4. Robert Wright 52; 5. Ronald Rose 54.

4-STROKE B: 1. Randy Wilson 51; 2. Bob Johnson

64; 3. Clardy Phipps 97; 4. Brad Saxby 98.

SR B: 1. Ron Scheffel 46; 2. Wally Wallenger 58;

3. E.J. Nichols, Jr. 73; 4. Carl Donelson 82; 5.

James Layne 99.

SUPER SR: 1. Richard Lenover 63; 2. John Buffaloe

64; 3. Ted Schwartz 114; 4. Dan Barstow 126; 5.

Thomas A. Barr 128.

WOMEN: 1. Suzy B. Fann 84; 2. Galé VandeWater

138.

AMA NATIONAL CHAMPIONSHIP ENDURO

SERIES POINT STANDINGS: 1. Mike Melton (106);

2. John Martin (76); 3. Terry Cunningham (71); 4.

Kevin Hines (71); 5. (TIE) Jeff Fredette/Ron Ribolzi

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(Above) Dwaine Walters combined a fifth and a second for second in the points. (Below) 1979 World Champ Bernie Schreiber was dominant. (Above right) Steve McNeal went 2-7, while Curt Comer (far right) went 3-5.



AMA/NATC Observed Trials Series: Round 1

Schreiber takes sixth straight in Austin

By Len Weed

AUSTIN, TX, APR. 9

Bernie Schreiber (SWM) posted his sixth straight AMA/NATC

National win, topping Steve McNeal in the season opener by 16 points, 6-22.

Held at the Lake Austin Metropolitan Park, 15 miles outside of Austin, the Armadillo National kicked off the 10th annual AMA/NATC series. The event was organized by the Central Texas Trials Association, with John Wright, Dean Wright, Bob Miller, Bill Beach and Bill Mading spearheading the effort.

Riders tackled the short (20-minute) loop three times. The entire course wiggled its way through juniper-infested hillsides, with most sections



twisting around or ducking under trees. Roller stones also added to the fun and games.

The series opener attracted 86 riders, including 33 Championship class heroes. Several familiar faces appeared in new colors. Jack Stites, number two in the country last year, traded his Fantic in for a Montesa, while Curt Comer (number three in '83) did the reverse. And Morgan Kavanaugh, number four last year, swapped his Bultaco for an SWM.

Schreiber orchestrated loop scores of two, three and one. Dwaine Walters had a four on the first lap, but his score ballooned on the second go-round. Comer matched Schreiber's three on the second lap, but no one else could match the former World Champion's consistency. McNeal came closest with an 8-9-5 performance to edge Comer by two points.

Canadian Stan Bakgaard persevered after a 17-point first loop to finish fourth with 30. Walters took fifth.

Sometime-motocrosser Jerry Carrens (SWM) had his best placing to date, a sixth, to finish four points ahead of Dave Burke, aboard a Bultaco ridden by former World Champ Yrjo Vesterinen at last year's Donner world round.

Jack Stites, Keith Adams and Dave Pyle, all with 41, rounded out the top 10.

Robert Roosen (SWM) topped Ted Arment (Mon) in Sportsman by 13 points. Six riders bunched up behind Ted. Canadian Steve Fracy (Mon) edged Andy Saum for third. Mike Read beat Tom Lucente on cleans for fifth.

Vance Walker (SWM) turned in the best support ride of the day, dropping just 12 points to win the High School class. Defending High School Champ Mike West (Fan) had the second-best support score, a 15. Dean Dorcas (Fan) finished a distant third with 43.

Guy Bodin (SWM) began defense of his Senior championship with a two-point victory over 1981 champion Dale Malasek. Colorado's Bob Kirkgaard, riding his first National, took third by edging Wiltz Wagner by two points.

Last year's Super Senior Champion, Don Wilcox, finished 29 points behind Glen McNeal (Fan). Steve's dad, having the ride of his life, dropped just 35 points, tying him for fourth-best support score. Tom Cullen, organizer of last year's Donner world round, edged brand new daddy Art Webster for third place.

The McNeal's 1-2 finish was not their best to date. In 1980 Steve topped the High School class (en route to the series championship) while Glen won



the Senior class. But back then, Glen was still underscoring his son. The duo also competed together in last year's Scottish Six Days Trial.

The elder McNeal's victory averted an SWM sweep of the five classes.

Results

CHAMPIONSHIP: 1. Bernie Schreiber (SWM) 6; 2. Steve McNeal (Fan) 22; 3. Curt Comer (Fan) 24; 4. Stan Bakgaard (Mon) 30; 5. Dwaine Walters (Fan) 31; 6. Jerry Carrens (SWM) 36; 7. Dave Burke (Bul) 40; 8. Jack Stites (Mon) 41; 9. Keith Adams (SWM) 41; 10. Dave Pyle (SWM).

SPORTSMAN: 1. Robert Roosen (SWM) 22; 2. Ted Arment (Mon) 35; 3. Steve Fracy (Mon); 4. Andy Saum (SWM) 38; 5. Mike Read (SWM) 39; 6. Tom Lucente 39; 7. Fred Steele (Fan) 40; 8. Kevin Cullen (Bul) 41; 9. Greg Krist (SWM) 43; 10. Noel Smage 43.

HIGH SCHOOL: 1. Vance Walker (SWM) 12; 2. Mike West (Fan) 15; 3. Dean Dorcas (Fan) 43; 4. Sam Brown (Bul) 58; 5. Mark Manniko (Fan) 74.

SENIOR: 1. Guy Bodin (SWM) 36; 2. Dale Malasek (Bul) 38; 3. Bob Kirkgaard (Bul) 43; 4. Wiltz Wagner (Mon) 46; 5. Ron Jinkins (Fan) 62; 6. Bill de Garis (Mon) 75; 7. Ron Saum (SWM) 79; 8. Calvin Gardner (Bul) 85; 9. Bob Capistrant (SWM) 86; 10. Bob Ack (SWM) 89.

SUPER SENIOR: 1. Glen McNeal (Fan) 35; 2. Dan Wilcox (SWM) 64; 3. Tom Cullen (Bul) 97; 4. Art Webster (SWM) 101; 5. Len Weed (Bul) 118; 6. Bill Wachendorfer (SWM) 125; 7. Gary Stewart (SWM) 129; 8. Jay Kavanaugh (Bul) 143.

AMA/NATC Observed Trials Series: Round 2

Schreiber completes Texas sweep

By Len Weed

SATTTLER, TX, APR. 10

SWM's Bernie Schreiber again dominated the Championship class in the second day of AMA/NATC National Observed Trials competition, besting Fantic rider Dwaine Walters, 33-64.

The San Antonio Trials Association's Guadalupe River National offered white water rafting, careening canoe rides and the only trout fishing in Texas. The trial site was located just three miles from Canyon Lake, which feeds the Guadalupe River Scenic Area, one of the prime recreation spots in Texas.

The location may have helped, but 30-second TV spots on all three San Antonio television stations really stimulated the spectator turnout, estimated at 2000.

Event coordinator Gene Tuck, a TV news anchor in San Antonio for the past four years, put the public service promos together for the Muscular Dystrophy Association, which received all proceeds from the event. Jerry's Kids got more than \$3300.

The turnout was the largest-ever for a non-world round National. Not bad for an organizing club with just

10 riding members. John and Joan Anderson and their kids, plus Guy Stubbs and Jim Fagg assisted Tuck. The Austin club also assisted.

The three-mile loop (ridden three times) was laid out on private property, the Roland Erben Ranch. The rocks for the Canyon Lake dam came from the site. The quarrying created several natural bowls and the organizers used them to the spectators' advantage.

The trial was the first-ever at Erben Ranch. Earlier, SATA had invited local landowners to a trial organized on Army Corps of Engineers land. After that, Erben was responsive to the use of his land for an event.

San Antonio marked the first appearance of split (Championship/Support) sections in AMA/NATC competition. Later in the year, two other organizers will also split some sections. The approach will then be evaluated for future use.

Rated instructions encouraged the entrants not to sit on the cactus or the rattlesnakes, while assuring them that the snakes in the river were probably harmless. River depth required a modification of section three, one of the toughest, on a cliff adjacent to the river. Rafter and canoers drifting by were treated to some startling sights.

Heat, plus the severity of the sections, made it an exhausting day for most of the riders. In contrast to Saturday's technique trial in which the sections required little pushing, the steep-stepped climbing gully and hillside sections of Sunday's trial were physically demanding. However, riders willing to keep muscling their bikes could often three their way to the end cards.

Behind Schreiber and Walters in the Championship class, Jack Stites (Mon) edged Kipp Webb (Bul) on cleans for third. Stites had nine more cleans, but Webb, who thrives on physical trials, dropped only four fives all day. Curt Comer finished fifth as Morgan Kavanaugh and Steve McNeal (who injured a shoulder) finished 6-7. Keith Adams suffered a mild concussion when he looped on a step.

Robert Roosen again topped the Sportsman class; his 36 points being the lowest support score. Dean Wright, who worked the Austin round the day before, took second. Freddie Steele finished third.

Vance Walker squeaked by Dean Dorcas, 45-46, for his second High School win. Mike West scored a 61.

Dale Malasek piloted his Bultaco to a Senior class victory, topping Bob Kirkegaard by 3.2 points. Guy Bodin and Wiltz Wagner rounded out the trio of Colorado riders behind the winner.

Glen McNeal (Fan) again scored an easy victory in Super Senior, topping Don Wilcox by 18 points. Art Webster took third.

Results

CHAMPIONSHIP: 1. Bernie Schreiber (SWM) 33; 2. Dwaine Walters (Fan) 64; 3. Jack Stites (Mon) 68; 4. Kipp Webb (Bul) 68; 5. Curt Comer (Fan) 69.2; 6. Morgan Kavanaugh (SWM) 71; 7. Steve McNeal (Fan) 73; 8. Dave Pyle (SWM) 81; 9. Jerry Carrens (SWM) 82; 10. Chuck Sutton 92.

SPORTSMAN: 1. Robert Roosen (SWM) 36; 2. Dean Wright 45; 3. Fred Steele (Fan); 4. Tom Lucenta 56; 5. Troy Sherwood (Mon); 6. Mike Read (SWM) 61; 7. Kelly Echterling 65; 8. Greg Krist (SWM) 65; 9. Steve Fracy (Mon) 67; 10. Greg Bolt 68.

HIGH SCHOOL: 1. Vance Walker (SWM) 45; 2. Dean Dorcas (Fan) 46; 3. Mike West (Fan) 61; 4. Sam Brown (Bul) 77.6; 5. Mark Manniko (Fan) 106.

SENIOR: 1. Dale Malasek (Bul) 60; 2. Bob Kirkegaard (Bul) 63.2; 3. Guy Bodin (SWM) 75; 4. Wiltz Wagner (Mon) 79.2; 5. Bob Capistrant (SWM) 82.4; 6. Ron Saum (SWM) 87; 7. Bill de Garis (Mon) 96; 8. Calvin Gardner (Bul) 110; 9. J.W. Beach 115; 10. Bob Pick (SWM) 125.2.

SUPER SENIOR: 1. Glen McNeal (Fan) 69; 2. Don Wilcox (SWM) 87; 3. Art Webster (SWM); 4. Bill Wachendorfer (SWM); 5. Len Weed (Bul); 6. Tom Cullen (Bul) 138; 7. Jay Kavanaugh (Bul); 8. Gary Stewart (SWM) 156.6.

AMA/NATC OBSERVED TRIALS SERIES POINT STANDINGS: 1. Bernie Schreiber (30); 2. Dwaine Walters (18); 3. (TIE) Curt Comer/Steve McNeal (16); 5. Jack Stites (13); 6. (TIE) Stan Bakgaard/Kipp Webb (8); 8. Jerry Carrens (7); 9. Morgan Kavanaugh (5); 10. (TIE) Dave Pyle/Dave Burke (4).

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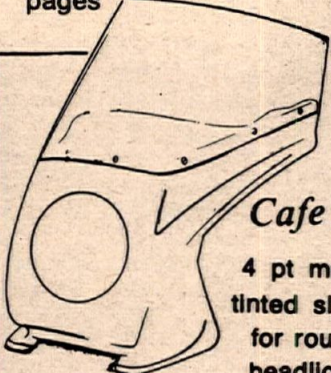
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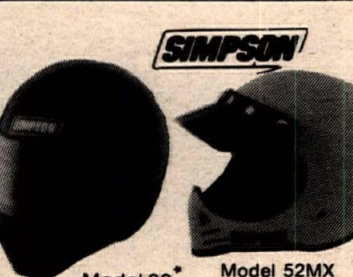


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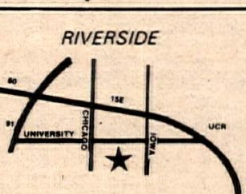
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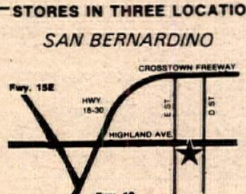
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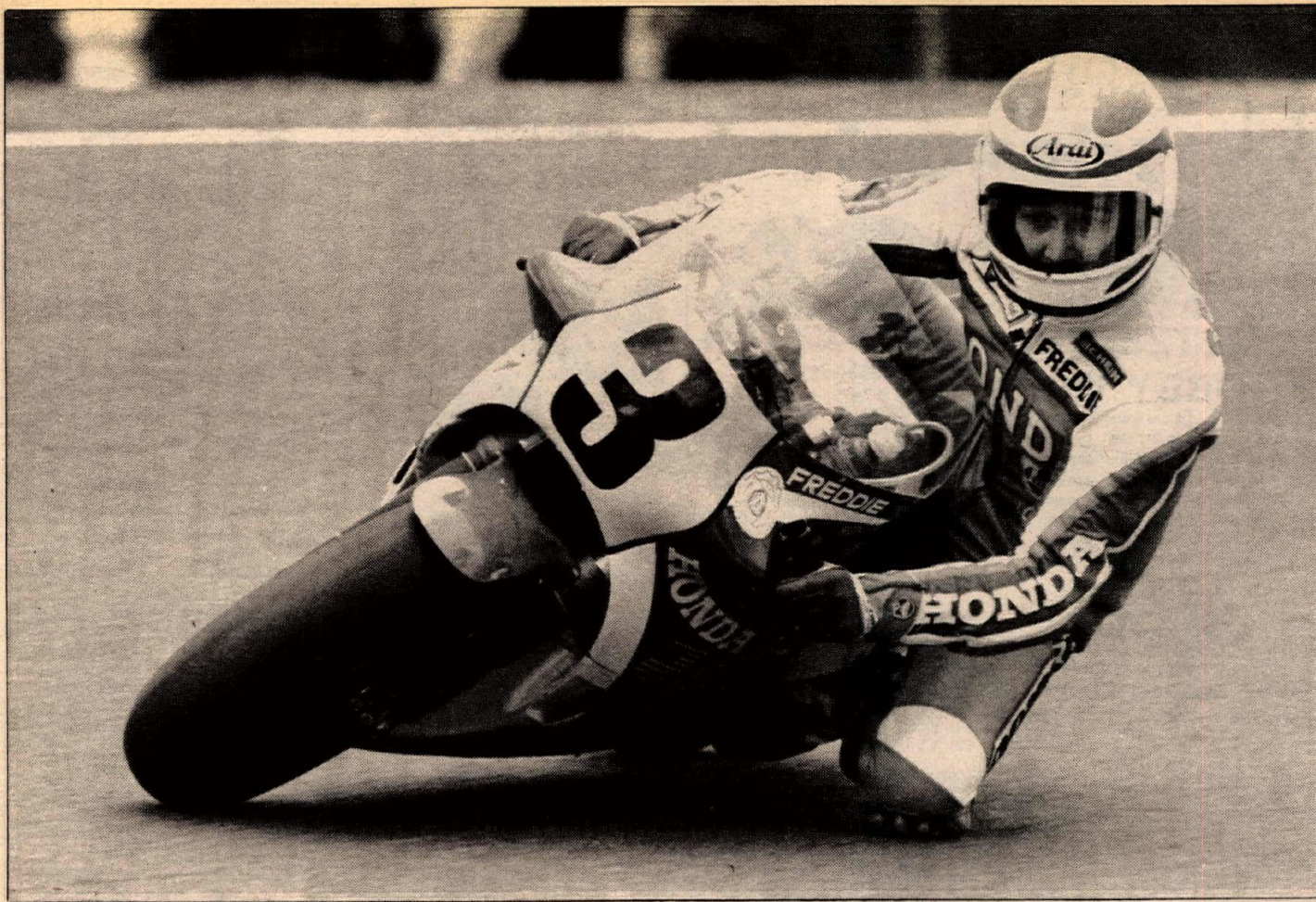
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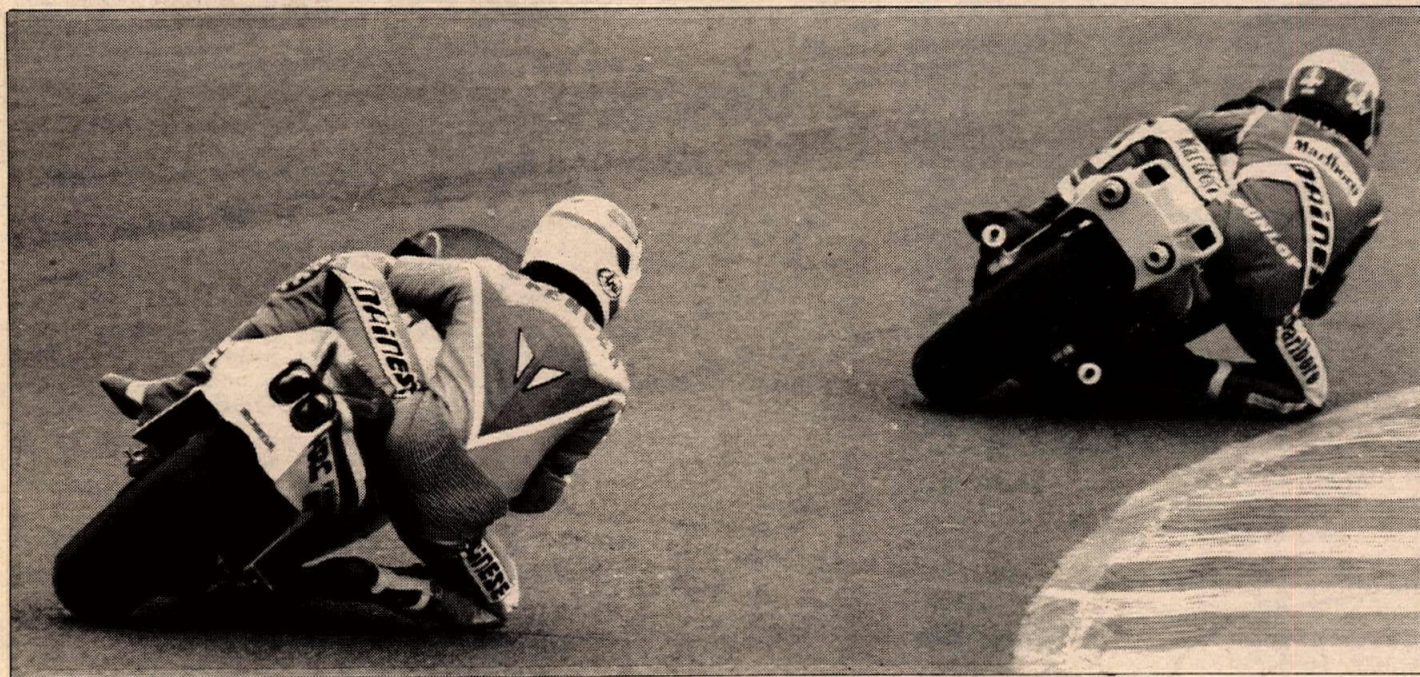


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Freddie Spencer's second '83 500cc GP win put him firmly in command of the point standings.

Kenny Roberts (leading) and Freddie Spencer had a terrific race until exhaust problems slowed Roberts.



World Championship Road Race Series: Round 2

Spencer leads Honda sweep of French GP

By Henny Ray Abrams & Catherine Eman
Photos by Abrams

LEMANS, FRANCE, APR. 3

Freddie Spencer, of Shreveport, Louisiana, led a Honda sweep of the top three places at the French Grand Prix at LeMans, by piloting his Erv Kanemoto-prepared works NS500

Honda to his second consecutive victory of the young season. Spencer, who led the first six laps, took the lead back for good on the 14th of 29 tours when Marlboro Yamaha's Kenny Roberts

was slowed by an exhaust pipe problem.

In his first top-three placing since his World Championship in 1981, Italian Marco Lucchinelli took a comfortable second and for the second time this year Britain's Ron Haslam

was third. Both are Team Honda members.

Spencer leads the World Championship 500cc point standings with a perfect 40, ahead of Roberts and Haslam who are tied at 20.

Both Roberts' teammate Eddie Lawson and Suzuki's Randy Mamola were the victims of a disastrous start. Lawson was hit by two other riders and never got off the line and Mamola's foot was run over, breaking it.

The racing was marred by the death of two riders: former Suzuki test rider Iwao Ishikawa and Switzerland's Michel Frutschi.

In a free practice on Tuesday, Ishikawa was hit on a fast part of the course by HB Suzuki's Loris Reggiani

when Reggiani's brake pads reportedly came out under heavy braking. According to witnesses, Ishikawa was not immediately attended to by medical personnel and his transport to a local hospital was delayed, lessening his chances of survival.

Gusting winds and cold weather (about 42°) contributed to Frutschi's fatal accident. Coming into a top of fifth-gear dogleg left-hander at about 145 mph, Frutschi lost the front end of his privateer NS500 Honda and went down. He was taken to a local hospital where he succumbed to multiple injuries. Ironically, his last and only GP win, came in last year's French GP at Nogaro which was boycotted by the factories because of poor safety conditions.

In only his second GP appearance, 18-year-old Briton Alan Carter became the youngest GP winner ever by winning the 250cc race from the 31st spot on the grid. Carter moved into the lead only three laps from the end and took the win on his Mitsui Yamaha over Jacques Cornu and Frenchman Thierry Rapicault, both on Yamahas.

World Champion Stefan Dorflinger was almost denied a chance to race in the 50cc class when track officials wouldn't let him through the pit gates and onto the track for the start of the race. Waving their arms and pointing to their watches, the officials couldn't be budged until Dorflinger's mechanic grabbed the gate and sent all three officials flying while the fast qualifier sped out for his warm-up lap.

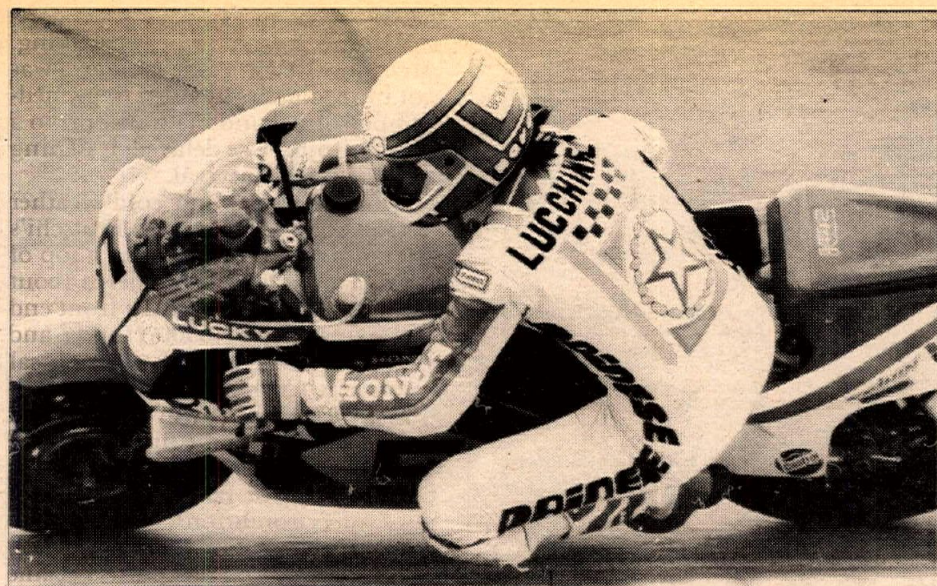
After that, and a few laps of following the leader, the Kreidler pilot moved to the front and beat runner-up Eugenio Lazzarini's Garelli to the flag with an average speed of 64.82 mph. Third went to the F.K.N. of Germany's Hagen Klein.

All the honors in the 125cc class to be taken were had by Spaniard Ricardo Tormo. After grabbing the pole position as fast qualifier, Tormo went on to lead the MBA supremacy of the top nine places, and 17 of the 19 finishers. Racing on a wet, and slowly drying, track, the Spaniard was 35 seconds clear of second-place finisher Jean Claude Selini at the finish with third place Maurizio Vitali six seconds farther adrift. The greatest threat to MBA's dominance evaporated when World Champion Angel Nieto pulled in with mechanical troubles after one lap.

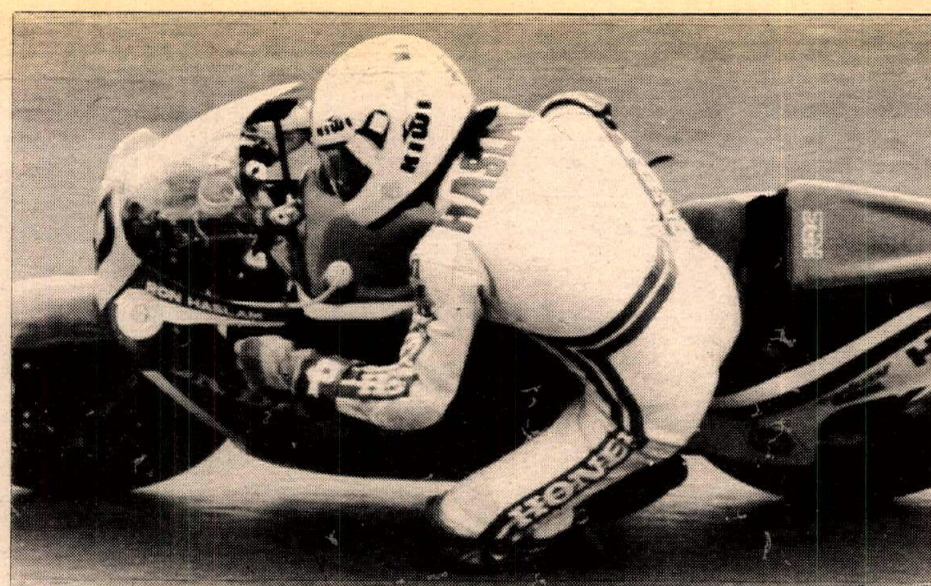
The sidecar race was a war of attrition and the number one survivor was the team of former World Champions Rolf Biland and Kurt Waltisperg in the Yamaha-powered L.C.R. chair. They, too, were fast qualifiers by over two seconds and when the race started they left little doubt as to their intentions. The best that the British Barton/Birchall team could hope for was a distant second, some 45 seconds back. World Champions Warner Schwarzel and Siegfried Huber made a last lap charge to get second but came up just three-tenths of a second short in their Lucky Strike Yamaha rig. Only four teams finished on the same lap as the leaders and just ten of the 25 sidecars finished the 22 lap race.

For most of the riders, Saturday morning's practice session would be the fastest. And when rain plagued the afternoon session, the times were set with Frenchman Christian Sarron a popular polesitter in the 250cc class on the Sonauto-Gauloises Yamaha. Second went to the Austrian Bartol of Patrick Fernandez with West Germany's Martin Wimmer in third on the Mitsui Yamaha. Deep in the 31st spot was Alan Carter, the victim of multiple engine seizures.

The 250cc race was the first to run after the lunch break for the 65,000 French fanatics that braved the atro-

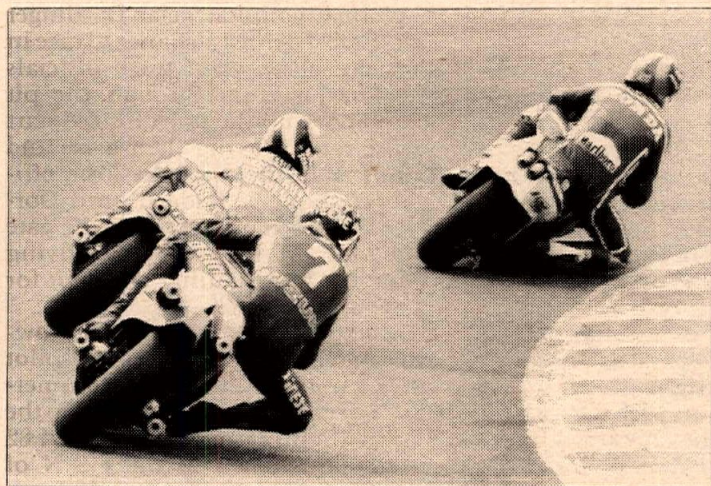


Marco Lucchinelli took second in the 500cc GP, his highest finish since 1981 when he won the World Championship.

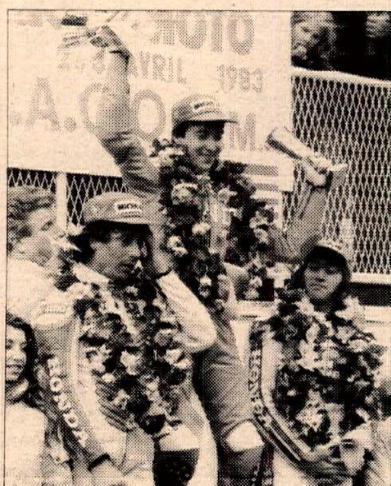


Ron Haslam, with a third in the South African GP, added another third in France. He and Kenny Roberts are tied for second in championship points.

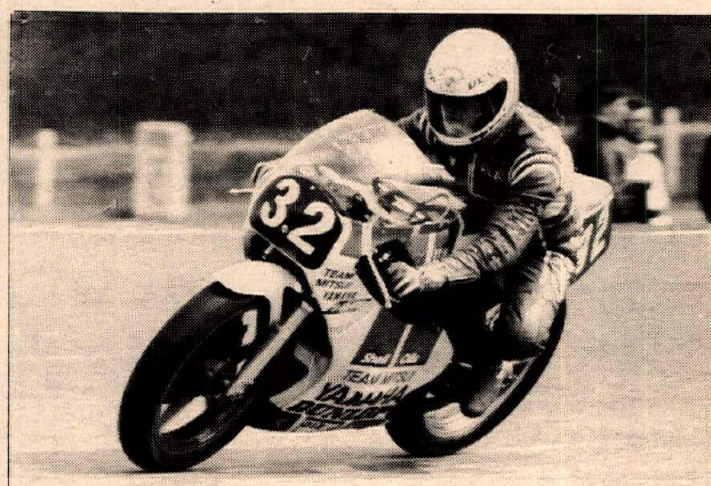
Guido Paci leads Marc Fontan and Barry Sheene in their duel for sixth. Fontan won out.



Lucchinelli, Spencer and Haslam celebrate.



Alan Carter, at the age of 18, became the youngest-ever GP winner with his 250cc victory.



cious weather conditions that ranged from early morning snow, to rain, to overcast skies and wind.

50 Jacques Cornu got the jump on Roland Freymond, Alfonso Pons, Patrick Bolle, World Champion Jean-Louis Tournadre and Jacques Bolle. Martin Wimmer got a decent start, but missed a shift and was passed by about 20 riders, and back in 31st place, the diminutive Carter exploded from the ninth row of the grid to begin his march forward.

55 Cornu and Pons traded the lead back and forth with a pack of the next best four lurking in their wake. By the halfway point Thierry Rapicault had taken over the lead from Cornu, and Carter had broken into the top ten, but almost saw his race end when he clipped Wimmer from behind.

58 "My bike jumped out of second gear," Wimmer stated, "and I pulled the clutch in as Carter came up behind me. He had no where to go so he just hit me a little, but saved it. A spark plug electrode broke soon after that and my race was over."

60 On the 17th of the 24 laps Carter was into fifth, behind Belgian Didier de Radigues on the Chevallier, and got by a lap later.

62 A few laps later and, with the explicit encouragement of the fans, he moved in front of Cornu for the lead.

65 "He's good, but he shouldn't be doing this well," an incredulous British journalist said. "It's only his second Grand Prix."

68 Carter, whose older brother Kenny races speedway, said after becoming the first Briton to win a 250cc race since Ron Gould did it 11 years ago, "I feel great. After all the practice problems we had, everything went perfectly."

70 Cornu and Rapicault finished second and third with de Radigues and Britain's Tony Head next across the line.

72 Setting the pace for the 500cc class

from the first qualifying session on, was the Kel Carruthers-tuned Marlboro Yamaha of Roberts. Fastest in the first session, he bettered it in the afternoon session by a full two seconds and stayed in the top spot with a lap of 1:36.80 seconds over the 2.63 mile long Bugatti circuit. In the third and final dry session, Spencer knocked a second off his time, but it wasn't good enough to challenge Roberts.

"We've worked on getting speed up in the corners," said Spencer, "because we have to make up for a little less horsepower than some of the other bikes. One of the things that helped was the 16-inch rear wheel. But this is a strange course because you have a flat-out sixth gear straightaway and three first-gear corners so it's hard to get the gearing right."

Ron Haslam was third ahead of Eddie Lawson, also on a bright orange and white Marlboro Yamaha, with former champ Lucchinelli fifth ahead of reigning champ Franco Uncini and his teammate Randy Mamola.

Uncini had switched back to an '82 frame after having problems with this year's bike and was fastest in the final session which was run in the rain. The weather would play a big part in the outcome of the race and when the riders awoke Sunday morning to windshields caked with snow, the predictions of the experts went out the window. But by racetime the track was dry and cold.

After two warm-up laps to get a look at the track and warm up the tires, the field was set for the dead engine start with alternating rows of four and three riders.

When the green light was flashed, off went Spencer, Haslam and Lucchinelli, with Roberts close behind. But for Mamola, Lawson and Uncini the day was over.

"The bike started fine on the warm-up lap, but it wasn't going to start for the race. I took a few extra steps to make sure it would start and it didn't.

And first Randy hit me from behind when he got run into, then this guy came past me on the right so fast that I couldn't see who it was. He hit my arm and it must have been locked because I turned the forks to the lock and the handlebar broke off. I'm lucky he didn't tag me. He must have been going 70," said Lawson.

The rider he didn't see was Guido Paci who came up from a seventh row grid spot.

"Those Hondas start so fast that Paci was on me before I knew it. Pellandini hit me from the right side then Paci ran over my foot and broke my footpeg off and I caught my foot under the rear tire of the bike. Then he bounced off me and hit Eddie. I started the bike, but I knew the race was over because I didn't have a footpeg. The foot didn't hurt so bad at first, but Dr. Costa set it and I should be OK for Monza (the Italian GP on April 24)," said Mamola.

Uncini's luck was only slightly better. He jumped on the bike thinking it had started, when it hadn't, and when he hopped off to get going again, it fouled a plug, effectively putting him out of the race.

Oblivious to the misfortune, Spencer was concentrating on staying out front, but Roberts had other ideas. On the third lap he overtook Haslam for second and the two Americans began a display of riding magic that left no one disappointed and many startled. Stalking Spencer incessantly, Roberts made his move in a flat-out right-hand kink just after the grandstand straightaway.

"He went by me like I was standing still," Spencer said.

"For some reason he backed off there and I kept the gas on," Roberts added.

"I wasn't sure if he was having the same problem as I was with tires," Spencer said. "It was so cold that it took a few extra laps for the tires to get working real well. When I was

going up the straights I had everything tucked in, my elbows, my knees, my helmet, and I was still freezing."

Haslam, running third had run into a similar problem. "My hands went numb after four laps it was so cold, and I dropped back to fifth. Then I got some feeling back and started to move up."

Roberts and Spencer had pulled some space on third-placed Lucchinelli with Haslam and Frenchman Marc Fontan next in line as the Cagiva of Virginio Ferrari tried to break the Japanese domination. Next up were the GB Suzuki of Keith Heuven and the Heron Suzuki of Barry Sheene.

By the 12th lap, Roberts had pulled a little over a second on Spencer who had 5½ seconds on "Lucky," who in turn, had 13 on Haslam.

Lap after lap the fight continued with Roberts holding the advantage on the seemingly faster Yamaha. But it wasn't entirely so.

"Tires weren't the problem today, horsepower was. We always need more horsepower. We lost some in the altitude of South Africa and we're trying to get it back. My bike's heavier so it wasn't affected by the wind as much," said Roberts.

The dogleg of the "Chemin aux boeufs" straight where Frutschi crashed, was giving the Honda riders fits.

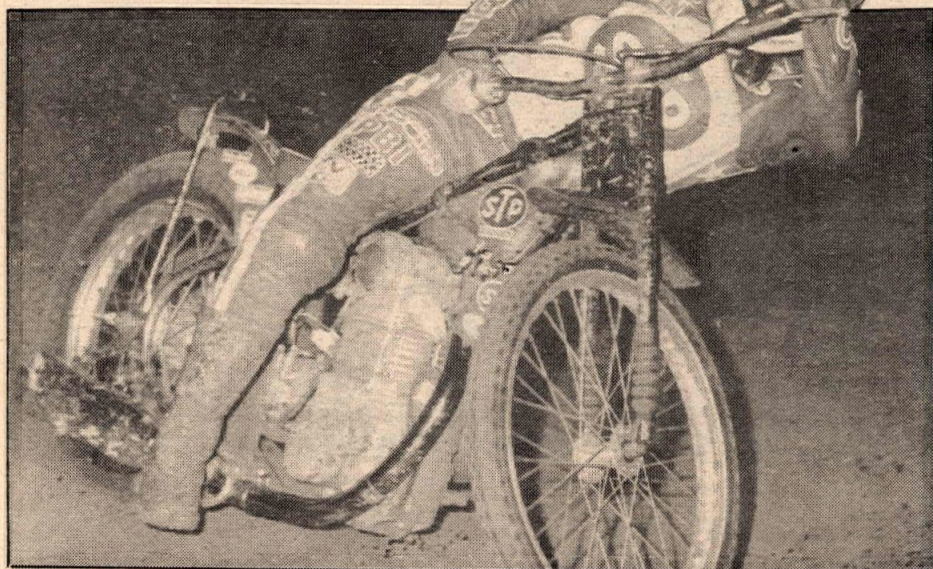
"The wind was blowing in gusts so hard there that if you were leaned over too much it would take your front wheel out. I think that's what happened to Frutschi," said Spencer. "I had to square the corner off to get through it safely."

On the 14th lap, the race was effectively over. Roberts' muffler had blown a hole in its side, causing a misfire and giving the lead back to Spencer.

"End of race," an observer said, and he was right.

(Continued to page 29)

SPEEDWAY WEEK



(Above) Alan Christian dazzled spectators at San Bernardino. (File photo.)
(Below) Bobby Schwartz, leading, took both wins at Ventura.



Christian, Sandona roll to San Berdoo wins

By Scott Daloisio

SAN BERNARDINO, CA, APR. 13 Alan Christian put on a dazzling display of his racing skills as he swept the Scratch side of the program and earned his first big paycheck of 1983 at Inland Motorcycle Speedway Wednesday night.

Coming off a last-place finish the previous week, Christian (STP/Super Seer Godd) was second out of the gate from the number three slot behind pole-sitter Bobby Schwartz (Bel-Ray/Sinisalo Jaw). Christian immediately went to the cushion and applied the heat to the "Boogaloo Kid" until he relieved him of the lead at the end of the second circuit. Mike Bast (J.B./Riverside Mitsubishi Wes) moved outside Schwartz in an attempt to take over the number two spot. Both Schwartz and Bast were taking their best shots at Christian for the lead including Schwartz trying in vain to force Christian wide coming out of four as they headed to the white flag. Christian was able to hold off one last charge by his two pursuers on the final lap and took the narrow victory over Schwartz and Bast. Dave DeTemple (Dondero Goodyear Jaw) was suffering from ignition problems and finished fourth.

John Sandona (Oakley/Esprit/Spectro Wes) backed up last week's Scratch main win with a sterling performance to capture this week's Handicap main from the 30-yard line. After winning his first two rides of the evening, Dennis Bransford (Tech-tonic Speed Tuning Jaw) was moved

back from the 10 to the 20 for the main where he was the initial leader over Dubb Ferrell (Arai/Vera's/STP Jaw) and Sandona.

Bransford's lead was short-lived as he and Ferrell made contact in the first corner, sending Bransford to the dirt. Ferrell led until the third corner where Sandona replaced him as the "leader of the pack." The two veteran riders went at it tooth and nail for the lead over the final four laps. Ferrell went to the pole and was able to inch ahead several times coming out of the corners, only to have Sandona ease back by on the straights. Sandona had the lead on the all important final straightaway and took the win. Ferrell hung on to second one bike-length back with fast-closing Schwartz taking home third.

Scott Talkington (UNO/Kal-Gard Godd) rode the two very smooth races to win his heat and the main in Division Two action. Off the zero, Talkington was first into the corner ahead of Kenny Hansen (Johar/MXL Godd). Mark Weaver, who started the evening off as a reserve, tried in vain to catch the streaking lead duo but was forced to settle for third behind "Long Gone" Talkington and Hansen.

Larry Willey (F.R. Miller Jaw) remained undefeated in Third Division action as he won both of his races for the second week in a row. Willey was again forced to deal with Tom Walton (2 Kenchu/Walton Roofing Jaw) in what turned out to be a close, bike-banging contest. The lead changed hands several times between the two future stars with Willey making the final pass coming off turn four and taking the checkered by a mere four inches in a photo finish.

Results

SCRATCH MAIN: 1. Alan Christian (Godd); 2. Bobby Schwartz (Jaw); 3. Mike Bast (Wes); 4. Dave DeTemple (Jaw).

HANDICAP: 1. John Sandona (Wes); 2. Dubb Ferrell (Jaw); 3. Bobby Schwartz (Jaw); 4. Jim Lawson (Jaw); 5. Dennis Bransford (Jaw); 6. Dave DeTemple (Godd).

SECOND DIV: 1. Scott Talkington (Godd); 2. Ken Hansen (Godd); 3. Mark Weaver (Jaw); 4. Greg Ayers (Wes); 5. Wayne Leutz (Jaw); 6. Ken Bencheck (Wes).

THIRD DIV: 1. Larry Willey (Jaw); 2. Tom Walton (Jaw); 3. Brian Speaks (Jaw); 4. "Crashwall" Cardona (Jaw); 5. Joel Windham (Wes); 6. Joe Kreisberg (Jaw).

MATCH RACE: 1. John Cook (Wes); 2. Bobby Schwartz (Jaw).

Bast, Abbott round up Costa Mesa wins

By Jim Brown

COSTA MESA, CA, APR. 15

Mike Bast stormed across the finish line at Costa Mesa Friday night to make three consecutive Scratch main wins. The stands were packed and the racing was intense.

A good example was the Scratch consolation race. The crowd's roar almost muffled the thunder of the bikes as John Cook, Mike Faria, Alan Christian and Bobby Schwartz put on, without question, one of the most thrilling scratch races ever witnessed at the Orange County Fairgrounds. The lead changed so fast and often, the fans couldn't keep track. The four riders stayed in a tight group from the start to the finish, with Christian slightly ahead at the checkered flag. The track was in good shape and very fast, which allowed more speed and was responsible for the closeness of the racing.

Keith Chrisco won the first Handicap heat and also led his Handicap semi-final all the way for the win. The Handicap main wasn't so kind to him as he watched the checkered flag drop for the four riders in front of him.

The third Handicap had to be restarted twice as Sterling Cogar and Shawn McConnell couldn't seem to make it around turn four without ending up in a pile. Dave Sims was injured and unable to restart, so the event was run with five riders and Craig Schaefer took the win. Mike Faria won his Handicap heat and Handicap consolation, but his Scratch racing wasn't so successful. Dennis Abbott came in second in the Handicap heat and came back to win the Handicap semi-final and then the Super Seer/Kal-Gard-sponsored rider capped the evening by winning the Handicap main.

Scratch racing was dominated by Mike Bast. He won his heat race, semi-final and the Scratch main. Brad Oxley took second in the semi and main and proved to be the only threat to Bast in the evening. Scratch heat winners other than Bast were John Cook, Bobby Schwartz and Dave DeTemple.

Cook couldn't seem to hook-up after his heat race and dropped back to fourth in the semi and main. Bobby Schwartz had problems with his carburetor in the Scratch semi and Handicap consolation, but in the Scratch consolation gave Alan Christian, in his red STP leathers, a run for his money as he finished second.

Second Division ran harder and faster than usual as Chris Mistretta, Jim Turner and Greg Ayers took the wins. The main event was won by Mistretta and Andy Northrup hot on his trail.

Third Division racing was disap-

pointing for Larry Willey who, after winning his heat race, fell down in the main event and finished fifth. For Randy Blevins, a reserve rider, the evening was a thriller. He won his heat race and had a steady ride in the main event for the win. Blevins, sponsored by Markor Const., Bill Hancock and Grin products, had a slow start this year, but is showing steady improvement. At intermission, Bobby Schwartz and John Cook paired off for a match race and gave the crowd their money's worth. Cook was a little wide on turn four and Schwartz took the checkered flag.

Results

SCRATCH MAIN: 1. Mike Bast; 2. Brad Oxley; 3. Dave DeTemple; 4. Kelly Moran.

HANDICAP MAIN: 1. Dennis Abbott; 2. Dubb Ferrell; 3. Brad Oxley; 4. Buddy Robinson; 5. Keith Chrisco; 6. Dave DeTemple.

SECOND DIV: 1. Chris Mistretta; 2. Andy Northrup; 3. Ron Blanton; 4. Jim Turner; 5. Scott Talkington; 6. Greg Ayers.

THIRD DIV: 1. Randy Blevins; 2. Tom Walton; 3. Ron Williams; 4. Ken Hansen; 5. Larry Willey; 6. Russell Romero.

JR SPWY: 1. Jessie Finch; 2. Greg Hancock; 3. Jordan Duncan; 4. Tim Gewecke; 5. Gene Topping; 6. Trion Cirello.

MATCH RACE: 1. Bobby Schwartz; 2. John Cook.

Bast turns up the heat at Hemet

By Jim Brown

HEMET, CA, APR. 17

Hemet held its second race of the season under sunny skies, although the weatherman had threatened 60% chance of rain.

Mike Bast proved to Justice Bros., Riverside Mitsubishi and Pre-Fab Erectors that they have, in fact, sponsored the right rider as he took the win.

The veteran Bast seems to be able to race on any surface, and although some of the riders had problems with ruts that developed on the track, Bast ran so fast and steady on the inside and outside that you would think he had a special map to follow. He racked up a perfect score of 15 points in his five rides and then went off to win the main event. The wins increased Bast's streak as he came to Hemet Sunday with three main event victories in a row at Costa Mesa.

Sam Ermolenko had a perfect score going but in event 20 as he faced Bast for the needed win, but got excited, broke the tapes and had to watch from the pits. He came back in the main event, but fell in turn one in front of Gene Woods and ended up fourth. Dave DeTemple gained 13 points for second place in points and also finished second in the main event. Gene Woods earned 12 points and finished third in the main.

Reserve riders got more rides than they planned on with some program changes that had to be made as Kelly Moran and Mike Faria were in England to represent American speedway in test races.

John Sandonna slid into DeTemple in event number two and they both went into the wall. Sandonna was disqualified and Mike Mazzacane, a reserve, took his place and proceeded to loop out in the same place. Tom Conrad, with mechanical problems, ended up having a very poor day. Dennis Bransford went down and hit the fence hard in turn four and to the surprise of everyone jumped up and walked away.

Results

1. Mike Bast (15); 2. Dave DeTemple (13); 3. (TIE) Gene Woods/Sam Ermolenko (12); 4. Craig Schaefer (9); 5. Tom Burba (8); 6. (TIE) Jim Lawson/Robert Pletzing/Scott Talkington (7); 7. (TIE) Dubb Ferrell/Keith Chrisco/Mike Mazzacane (6); 8. (TIE) Dennis Bransford/Wayne Leutz (4); 9. (TIE) Dennis Briggs/John Foster (2); 10. (TIE) Tom Conrad/John Sandona (0).

Schwartz on form, takes two at Ventura

By Bill Locey

VENTURA, CA, APR. 12

The wind howled, the temperature plummeted into the 30s, and coffee sales rivalled beer sales at Ventura Speedway on a Tuesday night a penguin would've loved. Only Bobby Schwartz was hot. The visiting Reading Racer and former Ventura Shark overwhelmed the competition and won both main events — a speedway rarity.

In a Handicap heat, last week's winner, Sam Ermolenko, rode aggressively to win off the 40-yard line, while Ventura favorite Shawn McConnell disappointed the faithful with a fourth place finish. In his first try off the 50, Schwartz went just fast enough for a third-place finish, trying both the inside and outside lines in a five-lap cram session to figure out the track.

Obviously a fast learner, Schwartz flew around the 1/5-mile oval on the outside in a spectacular ride, easily besting his five competitors in the semi. Flyin' Mike Faria in an equally spectacular outside ride came up a few lengths short behind Andy Northrup in the other semi.

In the main event, Grant Salyers "The Taft Tornado" — led after two laps until he went down in a cloud of dust around turn two. Steve Lucero laid it down and missed Salyers, but Faria clipped Lucero going by. It was a costly crash. Lucero laid there for awhile, but exited under his own power; unfortunately, his bike was a fatality. Faria, Schwartz' only serious threat, retired after two laps with a dead bike on the restart.

But new First Division rider Andy Northrup didn't exactly roll over and play dead for the Boogaloo Kid, keeping him bottled up for four laps until Schwartz finally whizzed by on the outside and stretching his lead to the finish.

After urgings from the riders last week, hay bales were placed along the new cement crashwall in the turns to mitigate any close encounters. And wouldn't you know it — not a moment too soon. In a Scratch heat, Canadian Champ Gary Ford lost it in turn two and kamikazed straight for the wall; fortunately coming safely to rest against one of the new bales.

Schwartz lost a squeaker to Lucero in his heat race, but was unbeaten thereafter. Faria was also a scratch in the main. Ermolenko went wide around turn two, Schwartz went underneath, and that was the Scratch main.

Declining rider attendance resulted in the unfortunate situation of some five-man Handicap heats and even a three-man Scratch heat. So obviously there is an alternative for those racers who constantly complain about not getting a ride elsewhere.

In Second Division action, Larry Willey, who won in D-3 last time, got a D-2 ride and won both his races including the main event rather easily. Nothing like a trophy to make the drive back to Bakersfield more pleasant.

Results

SCRATCH MAIN: 1. Bobby Schwartz; 2. Sam Ermolenko; 3. Steve Lucero; 4. Mike Faria.

HANDICAP MAIN: 1. Schwartz; 2. Andy Northrup; 3. Buddy Robinson; 4. Faria; 5. Lucero; 6. Grant Salyers.

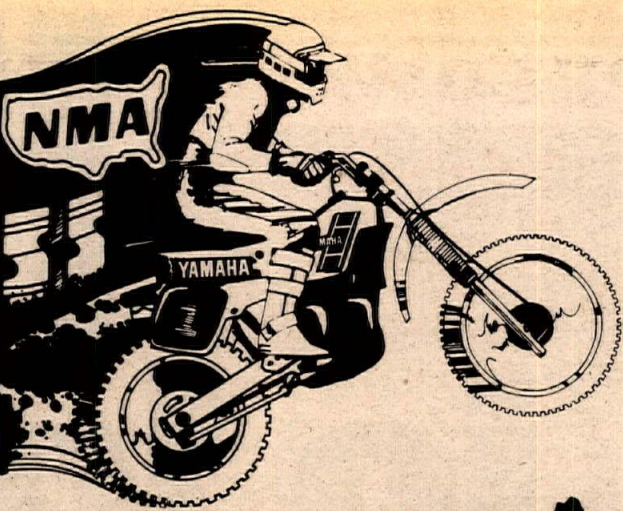
SECOND DIV: 1. Larry Willey; 2. Bentley Barrett; 3. Mike Coniglio; 4. Terry Clanton; 5. Eddie Thurman; 6. Carlos Cardona.

THIRD DIV: 1. Randy Roscamp; 2. Walt Farnum; 3. Mike Bushman; 4. Richard Perkins; 5. Joe Bishop; 6. Pat Smith.

MATCH RACE: 1. (TIE) Schwartz/Faria.

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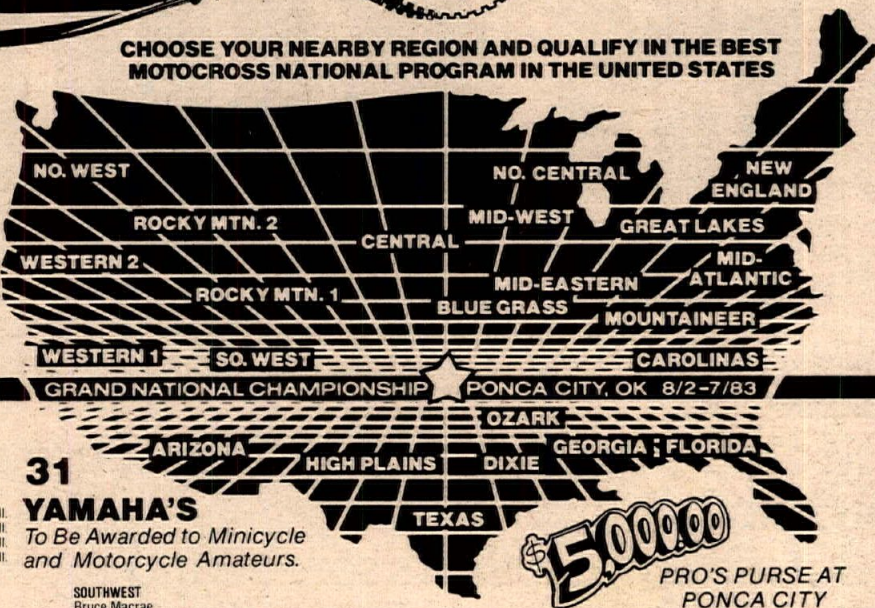


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9 to 11 yrs.	Open	105cc Mod.
12 to 16 yrs.	Open	105cc Mod.
Motorcycles Thru 16 yrs.	Schoolboy (No Pros)	100cc Stk. & Mod.
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*Note: No age limit for Motorcycle Pro classes.

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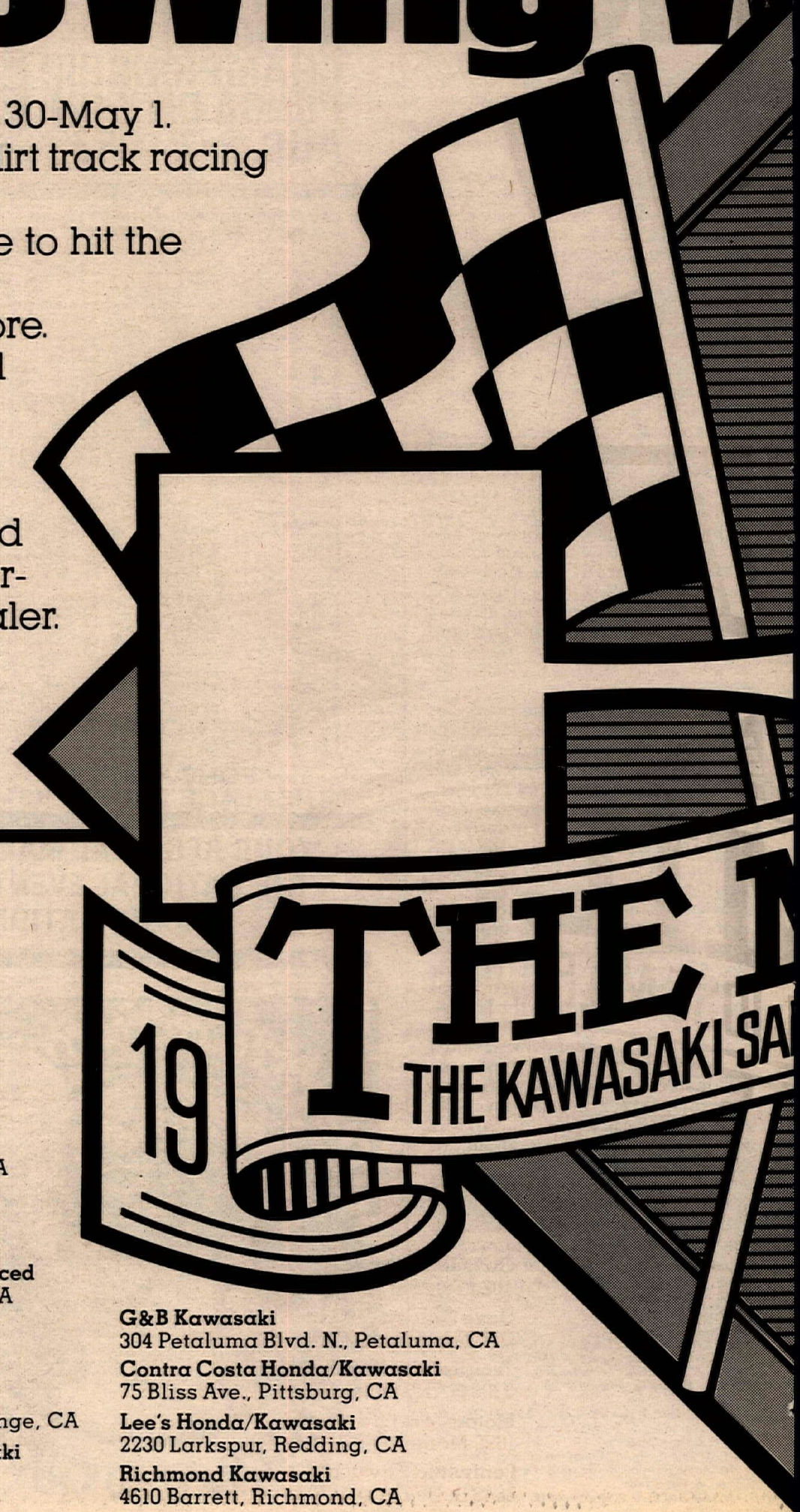
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Mike Fitzgerald flies to a first moto Corona 125cc Intermediate win.

Williams wails at Corona night MX

By Kit Palmer

CORONA, CA, APR. 4

Suzuki-mounted Jim Williams used a 3-2 combo to capture the win in tonight's 250cc Beginner class at Corona Raceway.

The first moto saw Joe Janikowski (Hon) shoot into the lead, pursued by Rob Kanel (Hon), Jim Nelson (Hon) and Larry Jones. During the first few laps the top three riders battled handlebar to handlebar. Williams, who got off to a sour 10th-place start, was making his move up through the pack. At the halfway point, Williams started to put heavy pressure on Nelson. On the final lap, Williams finally zapped Nelson. Janikowski held on to take the win followed by Kanel, Williams and Nelson.

Jim Stentz (Hon) jammed into the lead at the start of moto two, just ahead of Jay Stine (Hon), Tony Whitesill (Hus) and Larry Hall (Hus). By the end of lap two, Whitesill slipped by Stine for second. For the next three laps Stentz and Whitesill duelled, but two laps from the finish, Whitesill went down and dropped to eighth. After a slightly better sixth place start, Williams found himself in second after Whitesill went down. Williams held the throttle wide open to try and catch the leader in the final two laps. But time ran out as Stentz held on for the win. Williams' second-moto second, however, gave him the overall.

Casey Mahoney (Kaw) ran away to a commanding win in division one of the Mini Beginner class by capturing the win each time out. Mahoney led every lap but the first one in both motos. A 3-2 score by Ronnie Martin (Kaw) gave him second while third went to Bret Stovall (Yam).

In division two, a first-moto win and a second-moto second gave Kevin Bussey (Yam) the overall. Bussey's nearest competitor was Rich Divito, who ended up with a 4-1 tally for second. Third went to Jerry Litteral (Yam) while fourth went to Andy Rodrick (Kaw).

Results

60 PEE WEE: 1. Jason Martin; 2. Jon Umpierre.
60 JR CYCLE: 1. Chris Heel (Kaw); 2. Randy Esparza; 3. Dan Brecher (Yam).
MINI BEG: 1. Casey Mahoney (Kaw); 2. Ronnie Martin (Kaw); 3. Bret Stovall (Yam).
MINI BEG: 1. Devin Bussey (Yam); 2. Richie Divito; 3. Ron Jordan (Yam).

MINI EX: 1. Tom Combs (Kaw).
MINI NOV: 1. Jeff Capt (Kaw); 2. Larry Sayeg (Kaw); 3. Mike Burdette (Yam).
125 BEG: 1. Jim Hewitt (Kaw); 2. Chris Lewick (Suz); 3. Dave Colmer (Kaw).
125 BEG: 1. Gardner Tarlow (Kaw); 2. Dave Chambers (Suz); 3. John Abright (Hon).
125 NOV: 1. Steve Andre (Yam); 2. Dale Himmelreich (Suz); 3. Mike Fitzgerald (Hon).
125 INT: 1. Bruce Harcrow (Kaw); 2. Steve Cardillo (Yam); 3. Mark Newton (Hon).
125 PRO: 1. Scott Wilkinson (Hon); 2. Mike Roberts (Yam).
250 BEG: 1. Jim Williams (Suz); 2. Jim Nelson (Hon); 3. Chookie Coiner (Suz).
250 NOV: 1. Paul Walmsly; 2. James Conti (Hon); 3. Robert Moore (Yam).
250 INT: 1. Kinney Jones (Hon); 2. Kit Palmer (Hon); 3. Larry Dimmitt (Hon).
250 PRO: 1. Chris Fleming (Suz); 2. Troy Luhman (Hon); 3. Duane Mapes (Suz).
OPEN BEG: 1. Rick Thomas (Yam); 2. Mark Trent (Mail); 3. Troy Saunders (Yam).
OPEN NOV: 1. Ray Groom (Hon); 2. Larry Boyd (Hon); 3. Ralph Mandahall.
OPEN INT: 1. Ron Rehnquist (Yam); 2. Andy Nesting (Hus).

OTs Miller, Gutierrez fastest at DeAnza

By Bob Alloy

RIVERSIDE, CA, MAR. 27

Things certainly didn't start out the way they should have at today's DeAnza Old Timer's motocross practice session.

It would have to be called a disaster anyway you looked at it. About a dozen bikes were stuck in thick, gooey mud up to the axles, and at least five had to be pulled out manually — some with burnt out clutches to add insult to misery. At some point it was called to a halt and the track was re-routed to bypass the mud.

Dennis Rosenberg took off in a winning streak in the Master's class and kept his power on all the way to the finish for first place. Ron Miller's Kawasaki came in at a fast pace too, to claim second.

In the second moto Miller took the holeshot and kept up such speed that he was unbeatable. He got first and Rosenberg took a speedy second.

Junior Master Dick Burley is one of the winningest guys around, and true to form, he ran away with another first. Gabe Gutierrez filled up the second place slot.

The second moto was a battle between Gutierrez and George Spearling. There was some tricky maneuvering by both parties, but Gutierrez got through to first. Spearling got a well-earned second place.

In the Expert class it was Bob Crandall who won the prized first. Al Smith came in with a fast second.

There was a turn around in the second moto with Smith taking a first place and Crandall in there for second.

Sam Jones was tops in the Amateur class as he whizzed around taking firsts in motos one and two. Gordon Mathieu started from the rear of the pack, but he quickly got out of that and went on to a second place finish, not just once but again the second time around. James Jones finished third in moto one, and Bob Alloy did it in the second moto.

Novice Oren Spahn had lots of power going for him and he used it in just the way he should. He came out a first place winner in both motos. A perfect day for Spahn. Dick Fettel celebrated his birthday by blasting his way into second place twice. Dick Doyle took third in moto one. Dale Brockett took third in moto two.

Results

MASTER: 1. Ron Miller (Kaw); 2. Dennis Rosenberg (Hon).
JR MASTER: 1. Gabe Gutierrez (Hus); 2. George Spearling (Hus).
EX: 1. Al Smith (Hon); 2. Bob Crandall (Mai).
AM: 1. Sam Jones (Hon); 2. Gordon Mathieu (Hon); 3. Bob Alloy (Yam).
NOV: 1. Oren Spahn (Suz); 2. Dick Fettel (Yam); 3. Dick Doyle (Mai).

Meeks, Peterson, Sargent earn Pro OCIR victories

By Steve Crosby

EAST IRVINE, CA, APR. 7

For the second week in a row at Orange County International Raceway, some of the best racing of the night occurred after most of the crowd went home. The final 125 and 250cc Pro motos had everyone buzzing on a night that was filled with close races. The second week of the season drew another great crowd to OCIR for RACE-sanctioned motocross. While everyone was a bit surprised by the tight racing, they were more surprised by the unseasonably cold air that caused everyone to bundle up with everything they had.

Texan Kyle Landrum took control of the first 125cc Pro moto with Todd Hoover and Craig Cable following. Tracy Meeks started back in the pack and picked off a rider a lap until he was in second in front of Hoover.

Meeks then moved up to challenge fellow Kawasaki rider Landrum. Landrum did a good job of holding off Meeks' attacks, but on the last lap Meeks doubled his way through the whoops just before the finish line and passed Landrum in mid-air for the win. Landrum settled for second with Hoover third.

In the second 125cc Pro moto Chris Heinrich took the holeshot and held the early lead. Steve Burdette held second place for two laps before the Landrum/Meeks parade passed him. Heinrich, under pressure from the Kawasakis, went down when he cut a corner a little too close. Landrum had the lead with Meeks again putting the pressure on and doubling his way through the whoops. The white flag came out and Meeks slipped under Landrum in the first turn for a clean pass and the win. Landrum had to settle for second while Taylor Marcell was third overall with a 4-4.

Todd Peterson blasted into the 250cc Pro first moto lead with Harley Hall and Danny Bartholomew chasing. Last week's winner, Bryan Maloney, was seventh after the first lap, but was third after the second. A lap later Maloney moved into second

with Hall third. That's the way they finished the first moto.

In the second moto Peterson again took the holeshot and built up a lead. Craig Cable started in second, but fell back to fourth on the third lap when Harley Hall and Maloney passed him. Peterson was signaled that he had a lead and to play it safe, but Maloney quickly passed Hall and set out after Peterson. By the time the white flag came out, Peterson's lead had evaporated. Maloney dove inside in the turn before the big jump and emerged with the lead. Both riders turned up the gas. Coming in front of the grandstands and over the mudhole, Peterson left the throttle open and forced his way past Maloney in the hairpin turn. Maloney gave Peterson a dose of the same in the next turn and the pair banged just as they entered the stutterbumps. Peterson went into the pennant but kept himself up. Maloney had the lead for a second or two until he got out of shape and Peterson emerged with the lead in the next turn. Maloney tried to pass Todd back in the whoops, but overshot one and had to back off. Cable finished third in the moto and third overall with a 4-3.

Results

60 BEG: 1. Chad Ponegalek (Kaw).
60 NOV: 1. Brandon Sperling (Kaw); 2. Jacob Swain (Kaw).
60 INT: 1. Joel Tokarsky (Kaw).
60 EX: 1. Chris Hill (Kaw).
MINI BEG DIV I: 1. Jammin' Jody (Kaw); 2. Jeff Ohlson (Kaw); 3. Frankie Fierro (Yam).
MINI BEG DIV II: 1. Steve Flanders (Yam); 2. Steve Wamboldt (Kaw); 3. Chris Flood (Yam).
MINI BEG DIV III: 1. Higinio Nunez (Suz); 2. Jeff Cardona (Suz); 3. Tad Cates (Yam).
MINI NOV DIV I: 1. Steve Kendall (Suz); 2. Don Burke (Kaw); 3. Lee Beaver (Kaw).
MINI NOV DIV II: 1. Chris Hill (Kaw); 2. Craig Miller (Suz); 3. Ward Bassett (Yam).
MINI INT: 1. Troy Doolan (Suz); 2. Thayne Zito (Yam); 3. Gene Baldwin (Kaw).
MINI EX: 1. Bill Eisenacher (Yam).
125 BEG DIV I: 1. Gary Braver (Kaw); 2. Bambino Topia (Kaw); 3. Scott Evers (Suz).
125 BEG DIV II: 1. Oh Sanchez (Hon); 2. Ron McKiernan (Hon); 3. Keith McMillen (Hon).
125 BEG DIV III: 1. Bill Edwards (Yam); 2. Perrin Perez (Suz); 3. Scott Clatterbuck (Yam).
125 BEG DIV IV: 1. Glenn Gordy (Kaw); 2. Jeff Montgomery (Hon); 3. Terry Rhodes (Hon).
125 NOV DIV I: 1. Doug Hawkins (Kaw); 2. Jeff Matiasovich (Suz); 3. Chris Sparks (Kaw).
125 NOV DIV II: 1. Dave Trager (Yam); 2. Steve Jensen (Suz); 3. Jim Perry (Suz).
125 INT DIV I: 1. John Davis (Kaw); 2. Ti Swartz (Hon); 3. Jim Hannah (Yam).
125 INT DIV II: 1. Jim Matiasovich (Suz); 2. Mike Magallanes (Yam); 3. Greg Armstrong (Yam).
125 PRO: 1. Tracy Meeks (Kaw); 2. Kyle Landrum (Kaw); 3. Taylor Marcell (Kaw).
250 BEG DIV I: 1. Lee Tobey (Yam); 2. Mike Conner (Hon); 3. Steve Baker (Yam).
250 BEG DIV II: 1. Jeff Hjalmarson (Yam); 2. Ralph Mendenhall (Hus); 3. Steve Peura (Yam).
250 NOV: 1. Mike Musson (Suz); 2. Mark Romero (Suz); 3. Dave Gaumer (Suz).
250 INT DIV I: 1. Carl Reed (Suz); 2. Kevin Fringer (Yam); 3. Scott Lohr (Suz).
250 INT DIV II: 1. Tom Brown (Hon); 2. Shawn Tracy (Hon); 3. Larry Cravens (Hon).
250 PRO: 1. Todd Peterson (Yam); 2. Bryan Maloney (Hon); 3. Craig Cable (Hon).
OPEN BEG: 1. Tom Buck (Hon); 2. Scott Hyde (Hon); 3. Tony Perry (Suz).
OPEN NOV: 1. Jim Wright (Hon).
VET: 1. Nick Costello (Yam); 2. Larry Lariviere (Yam).
OPEN INT: 1. Ron Rehnquist (Yam); 2. Don Glover (Hon); 3. Karl Holmberg (Yam).
OPEN PRO: 1. Scott Sargent (Suz); 2. Scott Cavness (Suz); 3. Bruce McDougal (Hon).

Thomsen tops Novices at DeAnza MX

By Kit Palmer

SUNNYMEAD, CA, APR. 3

On an almost completely redesigned motocross course, Tom Thomsen (Yam) battled to victory in the 250cc Novice class at DeAnza Cycle Park. Thomsen had to put up with some stiff competition by Marc Wiedeman (Suz) and Paul Burval (Suz).

Thomsen jammed into the lead after the gate dropped for the start of the first moto. Hot on Thomsen's knobby tracks was Jason Ingersall

(Hon), Burval and Wiedeman (Suz). By the end of the first lap Thomsen stretched his lead slightly while Burval began to hammer on Ingersall. By the third lap Burval snuck by and set after the leader. Soon, Burval reeled-in Thomsen and the two battled until two laps from the finish; then Burval put the move on Thomsen and took over the lead. Burval held on during the last lap to capture the win. Second went to Thomsen followed by Ingersall and Wiedeman. Thomsen again, roosted to the front of the pack at the start of moto two while pursued by Wiedeman, Burval and Ingersall. Half-way through the first lap, Burval went down hard while exiting a turn. He recovered slowly which dropped him out of the race.

Up-front Thomsen continued to extend his lead. Wiedeman stayed fairly close to the leader, but not close enough to apply pressure on Thomsen. Thomsen took the win and overall ahead of Wiedeman and Ingersall. In the 250cc Intermediate class, it was Yamaha of Redland's Colin "Bones" Ryan (Yam) who won a tough, hard-fought battle against Motorcycle Country's Larry Dimmitt and Ron Lawson (Hon).

In the first moto Ryan worked his way up from a so-so start to second, just inches behind Dimmitt, but Dimmitt held on for the win ahead of Ryan and Lawson.

The second moto was much like the first but reversed. By the half-way point Ryan had the lead while pursued by Dimmitt and Lawson. For the remainder of the race the leaders battled tightly. Ryan held on for the win followed by Dimmitt, Lawson and Mitch Bowen (Yam).

Results

- PEE WEE: 1. Josh Barker (Ita); 2. Chris Moore (Suz); 3. Jeff Mills (Suz).
PEE WEE: 1. Jack Mills (Yam); 2. Wright.
JR CYC: 1. Dustin Evans (Hon); 2. O. McDonald; 3. Josh Barker (Yam).
MINI BEG: 1. Eric Kaiser (Yam); 2. Kelly Pichel; 3. Richard Geraghty (Yam).
MINI NOV: 1. Larry Sayeg (Kaw); 2. Chris Winkler (Kaw); 3. Brad Edginton (Kaw).
125 BEG: 1. David Spencer (Kaw); 2. Mike Joye (Kaw); 3. Howard Craig (Hon).
125 NOV: 1. Mike Fitzgerald (Hon); 2. Mike Gillies (Suz); 3. Greg Wall (Hon).
125 INT: 1. Bruce Harerow (Kaw); 2. Fred Heacock (Yam); 3. Craig Lee (Yam).
125 PRO: 1. Mike Roberts (Yam); 2. Paul Thede (Hon).
250 BEG: 1. Brian Biggs (Suz); 2. Larry D. Hall (Hus); 3. Bill Lotton (Hon).
250 NOV: 1. Tom Thomsen (Yam); 2. Marc Wiseman (Suz); 3. Jason Ingersall (Hon).
250 INT: 1. Colin Ryan (Yam); 2. Larry Dimmitt (Hon); 3. Ron Lawson (Hon).
250 PRO: 1. Bryan Maloney (Hon); 2. Andy Kirker (Hon); 3. Greg Nash (Hon).
OPEN BEG: 1. Linden Stevens (Mai); 2. Max Hernandez (Hon).
OPEN NOV: 1. Robert Lamber (Hon); 2. Marc Akibbe (Yam); 3. Paul Foreman (Yam).
OPEN INT: 1. Jack Stevens (Yam); 2. Tim Batzle (Suz); 3. Dave Barnett (Hon).
OPEN PRO: 1. Ronnie Gibson (Mai); 2. Ted Metzger (Suz).
VET JR: 1. Douglas W. Mills (Suz); 2. D.J. Kokos (Hus).
VET INT: 1. Bruce Prall (Yam).
VET SR: 1. Robert Lambert (Hon); 2. Nick Castello (Yam); 3. Larry Lowen (Suz).

Surratt wins Dunes Mini over maxi line-up
By AME Staff

VALENCIA, CA, MAR. 27
Clear weather finally greeted the racers at Indian Dunes today and with no rain to dampen their spirits, all the classes put on a good show. The real action, however, was in the Mini Pro class. It was a regular Challenge of Champions line-up. The nine Mini Pros present were just about the top riders in the 83cc field. Kawasaki's Team Green was out in force and captured



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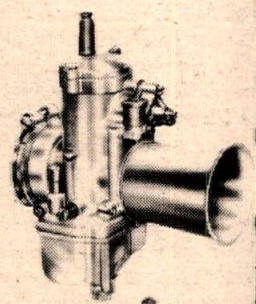
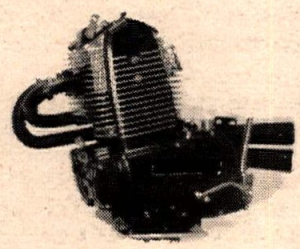
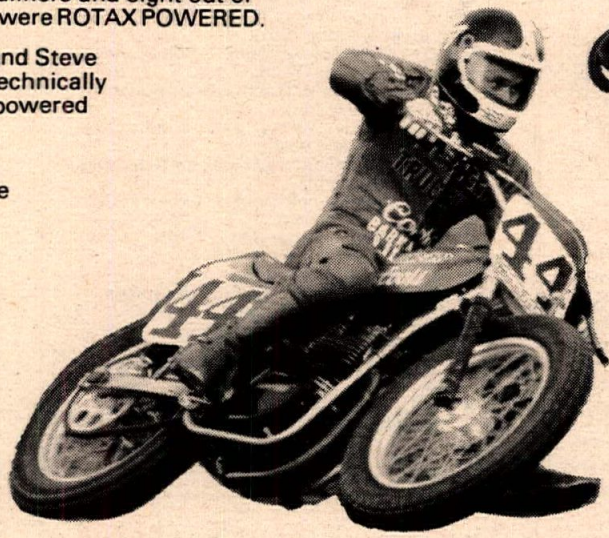
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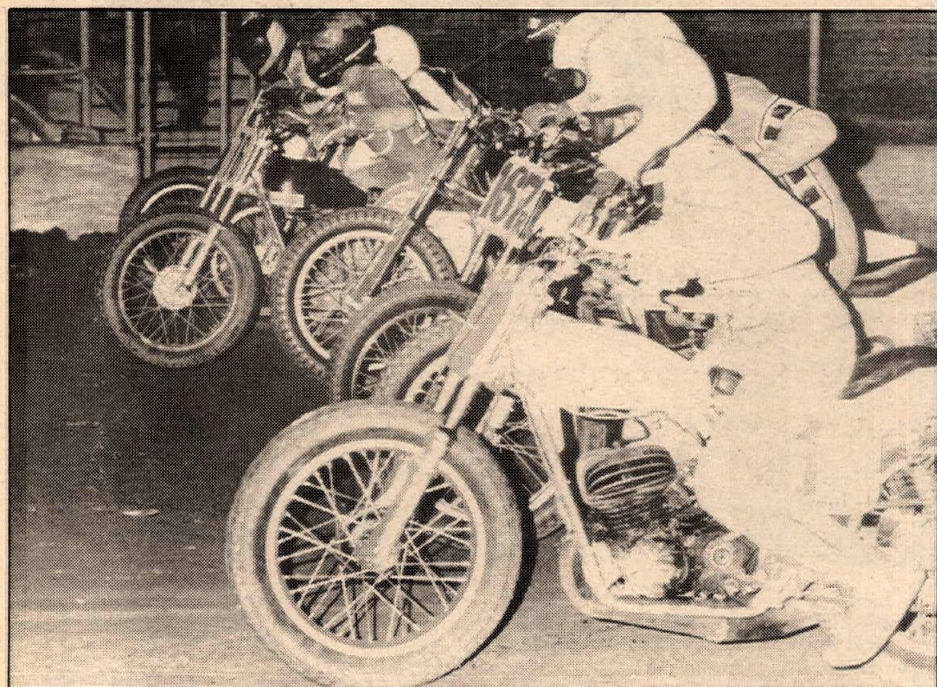
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Curtis Cannon (1) gets a good jump at Corona's flat track.

two of the three top spots in the Mini Pro scramble.

In the first moto, Lance Johnson (Kawasaki of Ventura) got the hole-shot, followed by Bobby Moore (Yam) and Larry Brooks (R&D Suzuki). A couple of turns into the race, Moore passed Johnson, reached up to grab a tear-off and goofed it, ending. Johnson led for two laps with Brooks on his tail, then Brooks passed to take first.

Willie Surratt (Team Green) got off to a bad start and weeded his way up to second place. Scott Brown (Team Green) laid back and coasted in comfortably for third. In other action, Mouse McCoy (Hon) ended and DNF the moto.

In the second moto, Surratt got the hole-shot, followed by Brooks and Johnson. On the third lap, Brooks went to pass Surratt but hooked his wheel on Surratt's back and threw himself spectacularly into the air, injuring his wrist when he landed hard. Brooks wasn't able to continue and Surratt went on to win, no contest. Johnson took second and Brown, who again sat back and waited, took third.

The overall win went to Surratt, with Johnson in the second spot and Brown rounding out the top three.

In the 125cc Pro class, Robert McLaughlin (Kawasaki Center/Weinert) got the hole-shot and ran away with it while Doug O'Donnell (Suzuki/Cycle Works) and Bruce Maynor (Honda/Simi Honda) battled for second and third. In the second round, O'Donnell got the hole-shot but Doug Gentry (Van Nuys Yamaha) worked his way up from back in the pack to pass. Maynor got a bad start and finished fourth. The winning order was O'Donnell, Gentry and Maynor.

In 250cc Pro, Brand Johnson (Ventura Kawasaki) got a second-place start, but moved up to first. Willie Simons (Simi Honda) won the second moto. Jim Coffey (Yam) took two seconds and won overall, Johnson second, and Eddie Perry third.

Results

61 JR: 1. Damon Huffman (Kaw); 2. Jesse James (Kaw); 3. Bobby Wine (Yam).
61 INT: 1. Joel Tokarsky (Kaw).
61 EX: 1. Steven Kotajarvi (Kaw); 2. Kayle Johnson (Kaw).
83 BEG: 1. Gary Hard (Hon); 2. Jimmy Waltman (Suz); 3. Joey Moore (Kaw).
83 JR: 1. Ronnie Densford (Hon); 2. Robert Forest (Suz); 3. Sean Blanchard (Yam).
83 INT: 1. Chris Cole (Suz); 2. Mike Kiedrowski (Kaw); 3. Alan Pierce (Kaw).
83 EX: 1. Lance Johnson (Kaw).

83 PRO: 1. William Surratt (Kaw); 2. Lance Johnson (Kaw); 3. Scott Brown (Kaw).
125 BEG DIV 1: 1. Milan Chytil (Suz); 2. Ron Meyer (Yam); 3. Glenn Gordy (Kaw).
125 BEG DIV 2: 1. Derreck Bernard (Yam); 2. Gary Wright (Suz); 3. Allen Stewart (Suz).
125 JR DIV 1: 1. Jeff Sills (Suz); 2. Les Gal (Hon); 3. Alan Pierce (Hon).
125 JR DIV 2: 1. Mickey Elsberry (Suz); 2. Troy Pryor (Suz); 3. Larry Henry (Hon).
125 INT: 1. Glenn Cave (Hon); 2. Tony Toste (Suz); 3. Jim Collier (Kaw).
125 PRO: 1. Doug O'Donnell (Suz); 2. Doug Gentry (Yam); 3. Bruce Maynor (Hon).
250 BEG: 1. Michael Kennedy (Hon); 2. Steve Nelson (Suz); 3. Steve Yoshimoto (Yam).
250 JR: 1. Josie Welten (Suz); 2. Tony Seibert (Hon); 3. Bruce Windsor (Suz).
250 INT: 1. Dave Moore (Yam); 2. Ron Economu (Yam); 3. Mike Watson (Yam).
250 PRO: 1. Jim Coffey (Yam); 2. Brandy Johnson (Kaw); 3. Eddie Perry (Yam).
VET EX: 1. Randy Lewis (Hus); 2. Bob Dunham (Yam); 3. Lee Johnson (Yam).
VET INT: 1. Robert Fortier (Mai); 2. Ron Cole (Mai); 3. Kent Shepard (Yam).
VET JR: 1. Dave Kribell (Hon); 2. Gilbert Zauaca (Suz); 3. Walter Hard (Hon).
500 JR: 1. Robert Fortier (Mai); 2. Billy Throckmorton (Mai); 3. Brent Smith (Suz).
500 INT: 1. Randy Knox (Yam).
500 PRO: 1. Bob Schulz (KTM); 2. Greg Torgerson (Yam).

Legends prove true at Sunwest MX

By Dert Jerke

PERRIS, CA, MAR. 27

Two legends from the '60s and a third in the making, all competed in the Senior and Vets classes at the opening round of the Sunwest Series at Perris Raceway. On the starting line was Jeff Smith, World Motocross Champ in 1964-65, now PR man for Bombardier, astride one of Can-Am's new 500cc monsters. Next to him sat California's premier flat tracker in the '60s, Chuck (Feets) Minert. Then one row back in the Amateur line was Mike Goodwin, the man who introduced us all to stadium motocross.

Minert, after trying unsuccessfully to convince the starter that "us old fellas should be given a head start," pulled a 10-yard hole-shot that would have made Bob Hannah proud. He held the lead for one lap until Sunwest Cycles' dynamic duo, Dan Ayers and Bill Dobbs, went to the front and the wins in the 250cc and 500cc Vet class.

Smith, who got sandwiched at the start, came around in 11th, but showed the crowd that the big shoulders he developed from wrestling those BSAs around an MX track 20 years ago were still strong enough to handle the rocket thrust of the Can-Am. By the fifth lap he was reading the wash label on Minert's jersey and got

by shortly after to take third overall and the Senior win over Feets.

For the Women's race, 21 lovely ladies showed up on the line. Prior to their race, if you strolled through the pits, you would have thought the clothing manufacturers sent models out to display their new lines, but these gals were here to race and a lot of them were very fast. Not just fast for a woman, but faassst period.

Karen Leitinger, District 37's number one lady, showed why as she held the lead for the first two laps with some blistering riding. However, where Leitinger's rear fender stopped, Mercedes Gonzalez's front fender began. In her charge to get the lead, Gonzalez pulled a sky shot off the infield jump that scared the crows off their telephone lines. By the third lap she roosted by for the lead and the win. Roxie Klatt, just back from duty with Uncle Sam, finished a strong third over Charleen Ho and Natalie Stuebner.

Results

MINI EX: 1. Gene Baldwin; 2. Frankie Brundage.
MINI AM: 1. Ron West; 2. Mike Wiese.
MINI NOV: 1. Jeff Capt; 2. Mike Sandoval.
MINI BEG: 1. Randy Porsley; 2. Wendy Berg.
500 EX: 1. Mike Baker; 2. Gordon Ward.
500 AM: 1. Bob Petritz; 2. Pete Vetrano.
500 NOV: 1. Mike Dondel; 2. Allen Knowles; 3. Mike Neff.
FOUR STROKE EX: 1. Randy Norman.
FOUR STROKE NOV: 1. Greg Benbow; 2. Gary Witeck; 3. Fred Paxton.
WOMEN EX: 1. Mercedes Gonzalez; 2. Karen Leitinger; 3. Roxie Klatt.
WOMEN NOV: 1. Wendy Berg; 2. Bonny Collins; 3. Roxanne Ray.
250 EX: 1. Mike Baker; 2. Brian Manley; 3. Craig Adams.
250 AM: 1. Ken Campbell; 2. Luc De Ley; 3. Charles Wertz.
250 NOV: 1. Bryan Cathey; 2. Allen Knowles; 3. Chris Pennington.
200 EX: 1. Randy Yetto; 2. Mike Sixbery; 3. Chris Lance.
200 AM: 1. Jason Prater; 2. Frankie Brundage; 3. Craig Lee.
200 NOV DIV I: 1. Joseph Crouch; 2. Jim Germain; 3. Steve Burdette.
200 NOV DIV II: 1. Mark Vanscourt; 2. Jim Shamblin; 3. Matt Milne.
500 VET EX: 1. Bill Dobbs; 2. Nick Costello; 3. John Perry.
250 VET EX: 1. Dan Ayers; 2. Mike Boal; 3. Sam Groce.
200 VET EX: 1. Phil Nyland; 2. Jeff Larsen; 3. Gary Meyers.
500 VET AM: 1. Rick Sowma.
250 VET AM: 1. Mike Goodwin.
500 VET NOV: 1. Bob Lambert; 2. Ervin Rolfe.
250 VET NOV: 1. Fred Collins; 2. Larry Berg.
250 SR AM: 1. Bill Harris.
500 SR AM: 1. Dave Atkinson.
250 SR NOV: 1. Norm Neville.
500 SR NOV: 1. Gordon Ward.

Thompson takes Corona 250s; Hames, Johnson share Open

By Elaine Jones

Photo by Dan Mahony

CORONA, CA, MAR. 26

The Pros were out in force at the Corona Raceway, Saturday night, still hyped up from Ascot and loaded for bear.

In the 250cc Money TT it was Mike Kirby who got the jump on the field with Curtis Cannon second and Jeff Springman third. Roger Thompson and Randy Bird made up the rest of the field. It took Thompson and his KRW/Mike Mockbee-tuned Kawasaki two laps to take Springman and it started Thompson on his way. Two more laps went down before Thompson found a chink in Cannon's armor and moved himself to second. Kirby on his Fontana Racing/Tony Denius-tuned Yamaha proved to be no easy task and time was running out. Thompson took a chance on the white-flag lap and came up with all the marbles as he took the checkered flag for the win. Kirby was second and Bird on his TR-sponsored Yamaha was in for third.

In the 250cc Money half mile it was Kirby again with the quick reflexes off the line, followed by Thompson, Bird and Cannon. They held those positions until the seventh lap when Thompson pulled out all the stops, went for the lead and came up with it, making Kirby and Bird bridesmaids for the second time.

The first meeting of the Open Money boys was in the TT and it was Cannon that got his Yamaha off first with Pete Hames on the Dougherty Can-Am second and Fontana Racing's Jeff Johnson third. Two laps into the race, Hames took over the lead and never looked back. Cannon and Johnson battled the rest of the way for second with Cannon getting the nod. Roger Thompson, Mike Hale and Darren Hulbert rounded out the field.

The Open Money half mile saw Hames off on top with Johnson second and Thompson third. Johnson started putting the pressure on immediately but it was not until the sixth lap that he was able to put his big Harley in the lead. Eddie San Roman, who has been really getting with the program his last few outings, was fifth off the line but slowly and surely started working his way through traffic and found himself in the third slot on the sixth lap. Hames came fighting back, but seemed to lack the ponies to stay with Johnson's Harley and had to settle for second. San Roman held off a hard-charging Roger Thompson to pick up third.

The Open Expert half mile had a three-way battle for first between Dean Brooks, Darren Hulbert and John Barricklow. Brooks got off on top but it was short-lived, when Hulbert blasted into the lead on the second lap. Brooks then had Barricklow to contend with and he was able to hold him off for five laps before Barricklow found the hole he was looking for and went on by. With two laps to go, Barricklow was able to hold on to second.

Barricklow added the 250cc Amateur/Expert wins to his night's work, topping Ron Bell and Don Driggs in the TT and Bell in the half mile.

James Steet was another double winner, besting Don Meiner and Bob Graves in the Open Amateur TT and Graves and McCann in the half mile.

Matt Stoutenberg was the big Mini winner, taking the TT over Lyle Dove and Timmy Walton and beating Stan Sweaney and Walton in the half mile.

Results

TT
MINI: 1. Matt Stoutenberg (Yam); 2. Lyle Dove (Yam); 3. Timmy Walton (Yam).
250 NOV: 1. Michael Hart (Hon); 2. Dennis Voll (Bul); 3. Brian Runyan (Yam).
250 AM/EX: 1. John Barricklow (Yam); 2. Ron Bell (Yam); 3. Don Driggs (C-A).
OPEN NOV: 1. Randy Douglas (C-A); 2. Jim Kesler (Yam); 3. Richard Schroeder (Yam).
NSOTHG: 1. David New (BSA); 2. Stan Sweaney (Yam); 3. Bob Huntsmen (Kaw).
OPEN AM: 1. James Steet (Yam); 2. Don Meiner (Yam); 3. Bob Graves (Yam).
OPEN EX: 1. Shawn Leipold (Yam); 2. John Barricklow (Yam); 3. Bob Huntsmen (Yam).
250 MONEY: 1. Roger Thompson (Yam); 2. Mike Kirby (Yam); 3. Randy Bird (Yam).
OPEN MONEY: 1. Pete Hames (C-A); 2. Chrks Cannon (Yam); 3. Jeff Johnson (Hon).
HALF MILE
MINI: 1. Matt Stoutenberg (Yam); 2. Stan Sweaney (Yam); 3. Timmy Walton (Yam).
250 NOV: 1. Don Ambrose (Yam); 2. Rusty Gaita (Yam); 3. Brian Runyan (Yam).
250 AM/EX: 1. John Barricklow (Yam); 2. Ron Bell (Yam); 3. Jeff Runyan (Yam).
OPEN NOV: 1. Jim Kesler (Yam); 2. Michael Hart (Yam); 3. Ken King (Yam).
NSOTHG: 1. Bob Huntsmen (Kaw); 2. Stan Sweaney (Yam).
OPEN AM: 1. James Steet (Yam); 2. Bob Graves (Yam); 3. Pat McCann (Yam).
OPEN EX: 1. Darren Hulbert (Yam); 2. John Barricklow (Yam); 3. Dean Brooks (H-D).
250 MONEY: 1. Roger Thompson (Kaw); 2. Mike Kirby (Yam); 3. Randy Bird (Yam).
OPEN MONEY: 1. Jeff Johnson (H-D); 2. Pete Hames (C-A); 3. Eddie San Roman (C-A).

French GP RR

(Continued from page 21)

"A hole got blown out of my muffler and it wasn't the first time," Roberts said. "Then later in the race the whole thing came off and it picked up a little of the power it had lost."

Spencer kept a comfortable lead on Lucchinelli and gradually put some pavement between them. Haslam was running third after re-passing Fontan who was having some problems performing for his compatriots.

"I had two problems today. One is that my muffler broke, and two, my tires (Dunlop) were too soft for this race. I let Kenny choose my tires because I had a lot of worries in practice and I hadn't tested the type of tires that they proposed for me. About ten laps from the end it started sliding and if the race was three laps longer I wouldn't have made it," Michelin shod bikes were 1-2-3.

On his way to the win Spencer lowered the track record by four-tenths of a second cutting a 1:37.50 at an average speed of 97.31 mph. Roberts got back past Fontan and was closing on Haslam when time ran out. And quietly slipping into the top five was Heuven who also got past Fontan for a fifth place finish; his best ever.

Spencer came around the final bend after the 29 laps and lofted the front wheel the length of the straightaway. Not to be outdone, Lucchinelli matched him, although 15 seconds behind.

"I prefer second to nothing," Lucchinelli said. "I didn't want to take the chance of catching him and losing everything. I had a problem with traffic and the winds were very tricky."

"It's a fantastic start," Haslam noted of his second third place finish of the young season. "I just kept my distance, but I knew that Kenny was closing towards the end."

Roberts too, thrilled the chilled crowd with a grandstand wheelie earning his fourth place with the KR brand of aggressive, determined riding on a less-than-perfect machine.

"We were real close. Kenny had real good acceleration out of the turns and a little more powerband. I saw when he slowed down and just watched my pit signals. It was a good race for me and for Marco and Ron. The weather here was sort of like England. I saw guys in T-shirts in the stands and I knew they were British," said Spencer.

Only one question left to be answered. What would have happened if Roberts hadn't been hindered by the faulty muffler?

"I think I'd have stayed ahead of him. If not, I'd have raced with him," was Roberts' answer.

"We'll never know what would have happened," said Spencer, "but it would have been a good race." •

Results

500cc: 1. Freddie Spencer (Hon); 2. Marco Lucchinelli (Hon); 3. Ron Haslam (Hon); 4. Kenny Roberts (Yam); 5. Keith Heuven (Suz); 6. Marc Fontan (Yam); 7. Barry Sheene (Suz); 8. Guido Paci (Hon); 9. Sergio Pellandini (Suz); 10. Jack Middeldburg (Hon).

250cc: 1. Alan Carter (Yam); 2. Jacques Cornu; 3. Thierry Rapicault (Yam); 4. Didier de Radigues (Che); 5. Tony Head (Arm); 6. Patrick Fernandez (Bar); 7. Jacques Rolle (BGD); 8. Harald Eckl (Yam); 9. Thierry Espie (Che); 10. Jean Marc Toffolo (Mor).

125cc: 1. Ricardo Tormo (MBA); 2. Jean Claude Selini (MBA); 3. Maurizio Vitali (MBA); 4. J. Wickstrom (MBA); 5. Thomas Mall Pederson (MBA); 6. Jikka Jaakkola (MBA); 7. Bruno Kenubuhler (MBA); 8. Ascareggi (MBA); 9. Pjerluigi Aldrovandi (MBA); 10. Patrick Lagrive (Mor).

50cc: 1. Stefan Dorfing (Kre); 2. Eugenio Lazarini (Gar); 3. Hagen Klein (FKN); 4. Ingo Emmerich (Kre); 5. Paul Rimmelzwaan (Rot); 6. George Jo Looyesteyn (Kre); 7. Paul Bordes (Mot); 8. Theo Timmer (Bul); 9. Hans Koopman (Kre); 10. Massimo DeLorenzi (Min).

SIDECAR: 1. Biland/Waltisberg (LCR); 2. Barton/Birchall (Yam); 3. Schwarzer/Huber (Yam); 4. Kumand/Takashima (Tos); 5. Huber/Mockel (Yam); 6. Zurburg/Zurburg (Yam); 7. Schons/Rosinger (Yam); 8. Van Kempen/De Haas (Yam); 9. Hugli/Gonin (Yam); 10. Monin/Paul (Sey).

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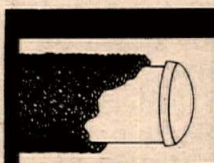
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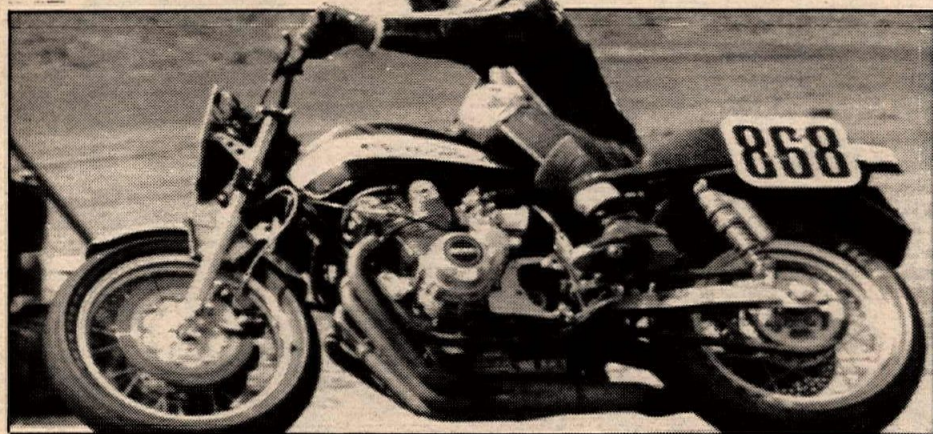
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NORTHERN DAY



John Morena rode to a second in Open Superstreet at Sears Point.

Anderson masters two classes at Portland MX

By Brian Barnes

PORTLAND, OR, APR. 7

A record first-night crowd of both riders and spectators helped Portland International Raceway open its doors tonight for this year's 26-race campaign. Jim Anderson (Yamaha Support/MX Fox/ATK/Kal-Gard) came out the big winner of the night, taking both the 125 and 250cc Pro titles.

The first moto of the 125cc Pro class saw Anderson get the holeshot and not look back, taking the win over Doug Lange (Yamhill Yamaha/Yamaha Support/MX Fox/Bel-Ray), Jim Anderson (Hood River Honda), Rick Bozarth (KTM West/Iron Horse) and self-supported Yamaha rider Jon Buvas.

Beaverton Kawasaki's Grayson Hart led the second moto over Lange, Bozarth and Anderson for the first four laps, but by lap five, Anderson had assumed his familiar spot up front and was gone for the win. Lange was again second, Bozarth third, Hart fourth and Buvas fifth.

The 250cc class found Ron Sun (Maico/Chuck Sun Apparel) and Dave Hettinga (Newberg Honda/Honda Support/O'Neal) chasing Anderson for the second and third spots in both motos.

Denny Kishpaugh and Jason McCormick put on two very good races in the Pee Wee class. McCormick, riding the Junior class, has really been tearing up the track as of late and proved he can go fast by holding off Expert-ranked Kishpaugh. During the second moto Kishpaugh managed to pass McCormick at the halfway mark, after some great racing, for the win. McCormick stuck right with Kishpaugh for a close second.

Results

PP: 1. Laurie Howard (Suz); 2. Tricia Lyons (Yam); 3. Lauri Bufton (Yam).
WEE PEE WEE: 1. Travis Markell (Yam); 2. Belmont Mann (Yam); 3. Jeremy Kishpaugh (Yam).
PEE WEE JR: 1. Jason McCormick (Yam); 2. Kenny Bufton (Yam); 3. Anthony DuVall (Kaw).
PEE WEE A: 1. Denny Kishpaugh (Yam); 2. Chris Fleming (Yam).
MINI B: 1. Darren Rogers (Yam); 2. Kurtis Rogstad (Yam); 3. Mike Bell (Yam).
MINI A: 1. Mark Baumgardner (Kaw).
MINI C: 1. Sam St. Claire (Kaw); 2. Jon Davidson (Kaw); 3. Ernest Roberts (Yam).
100 C: 1. Grant Farrer (Yam); 2. David Ingwood (Yam); 3. Tom Whipple (Suz).
100 B: 1. Jeff Miles (Yam); 2. Craig Clark (Yam).
125 C-1: 1. Rick Justice (Suz); 2. Keith Cayton (Kaw); 3. Dan Cook (Yam).
125 C-2: 1. Billy Phinney (Yam); 2. Eric Winter (Yam); 3. Roger Lauderback (Suz).
125 B: 1. Mike Lee (Hon); 2. Richie Lee (Hon); 3. Bruce Barnes (Hon).
125 PRO: 1. Jim L. Anderson (Yam); 2. Doug Lange (Yam); 3. Rick Bozarth (KTM).
250 PRO: 1. Jim L. Anderson (Yam); 2. Doug Lange (Yam); 3. Rick Bozarth (KTM).
250 C-1: 1. Robert Hamilton (Hon); 2. Todd Lusk (Hon); 3. Troy Bangs (Hon).

250 C-2: 1. Herb Gelow (Hon); 2. Ray Gamon (Hon); 3. Eric Clark (Hon).
250 B: 1. Kyle Hall (Hon); 2. Darrell Jamieson (Hon); 3. Gregg Zander (Yam).
250 PRO: 1. Jim Anderson (Yam); 2. Ron Sun (Mai); 3. David Hettinga (Hon).
OPEN JR: 1. Parry Lawson (Yam); 2. Hobey Kates (Hon); 3. Jeff Sparks (Yam).
OPEN INT: 1. Dave Cotter (Yam); 2. Mike Hickman (Hon); 3. Jim Parks (Suz).
OPEN PRO: 1. Arne Hettman (Hon).
OTH C: 1. Jerry Fairchild (Hon); 2. Richard Duncan (Yam); 3. Paul Johnesse (Hus).
OTH B: 1. Jack Monteith (Yam); 2. Wes Batchelor (Hon); 3. John Foeckler (Suz).
OTH A: 1. Dave Eakin (Hon); 2. Mike Hickman (Hon); 3. Jim Parks (Suz).
OT C: 1. Neil Roman (Hus); 2. Richard Abrams (Yam); 3. Tom Harmon (Yam).
OT A: 1. Bob Knox (Yam); 2. Larry Sause (Hon).

Hopkins powers to Peck Hill win

By Linda Haag

PECK, ID, APR. 4

It was a great day for the 1000 spectators at the annual Peck Hill climb held by the Orofino Motorcycle Club as they witnessed three Super Modified bikes climb the hill. Ron Edie was the first over the top during the first go-round with a time of 16.5-seconds on an alcohol-fueled 900cc Honda, but ended up second to Yamaha 490-mounted Ron Hopkins who posted a quicker 14.9-second run on his second attempt.

Also over the top in the Super Modified class was Lee Olson on a 460 Yamaha. There was also good action in the Stock classes with a run of 265 feet, eight inches in the Open class by Mark Deyo for first place and Doug Mattson with 254 feet for second place.

Results

50: 1. Brian Greene.
60: 1. James Cornelia; 2. David Stephenson; 3. Dale Hardin.
80: 1. Brian Wilkins; 2. John Weibert; 3. Craig Cornelia; 4. Ted Rainville; 5. David Hardin.
100: 1. John Weibert; 2. Mike York; 3. Paul Bough; 4. Craig Cornelia; 5. Mitch McMill.
125: 1. Rick Holzer; 2. Tab Young; 3. Tracy Haag; 4. Jeff Tannahill; 5. Brian Deyo; 6. Joe Deyo.
200: 1. Rich Pederson; 2. Ed Lanphier; 3. Jim LaPlante; 4. Duane York; 5. Gus Peterson.
250: 1. Kelly Wilson; 2. Jeff Young; 3. Glenn Adams; 4. Bob Lathrop; 5. Bruce Solom.
OPEN: 1. Mark Deyo; 2. Doug Mattson; 3. Brian Deyo; 4. A. Antuer; 5. Pat Colwell.
UNDER 200 MOD: 1. Rick Holzer; 2. Kelly Van-Avendur; 3. Larry Fugate.
200 OVER MOD: 1. Ron Hopkins; 2. Ron Edie; 3. Lee Olson.

Dennis, Schlag, McRae top SHR Easter race

By The Ranchhands

BRENTWOOD, CA, APR. 3

It was a beautiful Easter Sunday at Sand Hill Ranch and the racers came out to enjoy the first dry track of the season. An Easter egg hunt provided a diversion for the younger spectators and little Wes Anderson won the trophy for finding the most eggs.

Mike Pascarella ran another consistent race to win the Minis, but the hero was little Don Peantnicde who took his Contra Costa Honda from a last place start to the winners circle!

The big bikes pulled up to the line next and Wayne Archer of Berkeley Yamaha grabbed the Open Pro holeshot just ahead of Kelly Barry's Honda. Larry Dashiell quickly pulled into second and by lap four Doug McRae began to put the pressure on Dashiell. Joey Schlag moved to fourth after a terrible start and McRae passed Dashiell on the downhill. Schlag soon moved to third as McRae overtook Barry. Barry began to show signs of fatigue as Schlag zipped by and set his sights on McRae. The checker of moto one saw McRae take it by less than a foot.

Randy Collins holeshot moto two with Barry, McRae and Schlag instantly on his rear fender. Collins topped "Godzilla Hill" with a whopping loop-out that dropped him to the back. Schlag put his downhill pass on Barry and ran away with moto two and secured the overall win.

Doug McRae took both wins in the 250cc Pros. Brett Cahors holeshot moto one and Joey Schlag quickly moved to second but was forced to drop out with mechanical problems. Ed Minton and Scott Rebeck swapped third and fourth places, with Rebeck getting third at the flag.

McRae holeshot moto two for a runaway ride that insured the Yamaha rider the quarter liter class overall win.

Ed Minton led the 125cc Pros off the line with Danny Dennis in close company. Tony Lucente held third position but by lap three Dennis had control of the race. Minton fired up and passed Dennis on the downhill to take the lead back as Steve Nauman took over third. Wheel-to-wheel racing was the order for the rest of the race between Dennis and Minton, with Minton managing to hold onto first in all the laps. Dennis put on a last-minute charge, going high on the last-turn berm, but Minton held him off through the flag.

Dennis led the second moto with Mike Whalen on his tailpipe. Minton flew past Whalen on the downhill to chase Dennis for several laps, but a fall in lap nine dimmed all hopes of catching him, allowing Dennis an easy ride for the overall victory.

Results

VETS: 1. Terry Sage (Yam).
OPEN PRO: 1. Joey Schlag (Hon); 2. Douglas McRae (Yam); 3. Kelly Barry (Hon).
250 INT: 1. George Hopper (Hon); 2. Danny Castro (Yam).
250 PRO: 1. Douglas McRae (Yam); 2. Brett Cahors (Hon); 3. Ed Minton (Hon).
125 INT: 1. Don Beale.
125 PRO: 1. Danny Dennis (Hon); 2. Ed Minton (Hon); 3. Steve Nauman (Hon).

Kane thumps to Sears Point win

By Frank Nellis

Photo by Bobby Brannon

SONOMA, CA, APR. 3

The American Federation of Motorcyclists North met today at Sears Point International Raceway for the second race of the northern season. Several new pot-holes in the track, cold temperatures and wind that gusting to 30 mph combined to slow lap times.

The most exciting matches occurred in the Formula S (Thumpers) race. There were no favorites in this race

—the two people that dominated the class last year, Chuck McAvoy and Kurt Bickel, were not racing. McAvoy was out of competition due to injuries, and Bickel was still building his bike.

At the start Mike Kane took the lead on his Santa Rosa Motorsport/Slater Bros. Suzuki. He was followed by Allen Yarrow on his self-sponsored Yamaha and Kane's little brother Steve on a Can-Am. As they climbed the hill it was apparent that the elder Kane was working with a few more horses than the other two riders, but Yarrow was not going to let that get in his way. He started reeling in Kane in all of the tight turns. He was able to make a pass in the entrance to the Carousel, but Kane repassed him on the uphill straight to turn seven. Kane had the edge on braking and horsepower, Yarrow rode harder in the turns.

Yarrow knew he had to be in the lead when they went into to turn 11, if he wanted to take the win from Kane. He made his pass in turn 10, a high speed right hander. The two bikes bumped and Yarrow went careening off the track at 100 mph. "I felt awful when Allen ran into the mud and the weeds," Kane said later. "I looked back to see if he was all right, but he just got it back on the track without even shutting off."

Yarrow's efforts would not get him the win. He had lost too much time during his off-road excursion. The race ended with Kane in first and Yarrow a muddy second. Steve Kane, while unable to stay with the top two, settled into a comfortable pace and finished his first-ever road race in third.

In the Open Super Street race both the Open and 750cc classes were also combined in a two-wave start. In the Open class Denny Doherty was the clear favorite to take his 14th consecutive win, but in the 750 class a tight battle was expected. With the new AMA rules, this class has become a proving ground for the Superbike efforts of privateers.

Bernd Koegler, AFM's holeshot expert, took the lead at the flag. He was followed by Doug Filangerie on a Kawasaki sponsored by Richmond Kawasaki and Kerry Bryant on his Supertrapp Kawasaki. Allen Yarrow on a Yamaha 500 single and Ken Evan on a box stock Suzuki GS750 held fourth and fifth respectively.

Filangerie went down on the second lap when his rear tire broke loose in turn three. Bryant inherited second place and started catching up to Koegler. Meanwhile, the battle for third continued between Yarrow on his 500 single and Evan on the four-cylinder GS750. Yarrow had a ground clearance and braking advantage, while Evan had the horsepower.

By the time Koegler caught the back of the Open class, he was having trouble with a sticking throttle, and Bryant was on Koegler's rear tire. Bryant passed Koegler in traffic and started stretching out his lead. But when the white flag came out, Bryant pulled into the pits. He explained later, "My riding for Supertrapp is the next best thing to a factory ride. It's not fair for me to come out here with my big budget and take trophies and points away from club racers."

Bryant's pitting gave Koegler the win and Yarrow, who now found himself in second, had a safe lead on Evan in third.

In the Open class Denny Doherty won again, as expected, on his Kawasaki, sponsored by Bassani, Motors

West Kawasaki, Hannan's Machine Shop, Arai and Koni.

Results

FORMULA I: 1. D. Doherty (Kaw); 2. K. Bryant (Kaw); 3. J. Morena (Suz).
 FORMULA II: 1. B. Koegler (Hon); 2. M. Ruffner (Yam); 3. C. Foster (C-A).
 FORMULA III: 1. D. Chung (Yam); 2. M. Kane (Suz); 3. C. Foster (C-A).
 FORMULA IV: 1. J. Leggett (Yam); 2. E. Kondo (Yam); 3. M. Rich (Yam).
 FORMULA S: 1. M. Kane (Suz); 2. A. Yarrow (Yam); 3. S. Kane (C-A).
 FORMULA T (0-750): 1. M. Riolo (Suz); 2. D. Troetschler (Duc); 3. D. Hughs (Yam).
 FORMULA T (OPEN): 1. M. Ross (H-D); 2. E. Riddle; 3. M. Green (Tri).
 OPEN SUPER STREET: 1. D. Doherty (Kaw); 2. J. Morena (Suz); 3. K. Dolan (Suz).
 601-750 SUPER STREET: 1. B. Koegler (Hon); 2. A. Yarrow (Yam); 3. K. Evan (Suz).
 230-600 SUPER STREET: 1. A. Yarrow (Yam); 2. J. Montoya (Yam); 3. F. Thomas (Yam).
 OPEN MOD PROD: 1. M. Kauzlarich (Suz); 2. N. Nicholson (Hon); 3. K. Dolan (Suz).
 601-750 MOD PROD: 1. M. Krollick (Kaw); 2. S. Mitchell (Kaw); 3. K. Evan (Suz).
 451-600 MOD PROD: 1. F. Mazur (Kaw); 2. J. Montoya (Yam); 3. K. Graves (Yam).
 251-450 MOD PROD: 1. F. Thomas (Yam); 2. M. Riolo (Suz); 3. S. Moore (Yam).
 0-250 MOD PROD: 1. G. Overman (C-A); 2. A.J. Parks (C-A); 3. R. O'Leary (Suz).
 OPEN STK PROD: 1. M. Kauzlarich (Suz); 2. D. Wright (Kaw); 3. N. Nicholson (Hon).
 601-750 STK PROD: 1. D. Garoutte (Hon); 2. M. Krollick (Kaw); 3. K. Evan (Kaw).
 451-600 STK PROD: 1. F. Mazur (Kaw); 2. K. Graves (Yam); 3. M. Sykes (Kaw).
 0-450 STK PROD: 1. F. Glisson (Suz); 2. P. Yasnitsky (Yam); 3. P. Cotton (Suz).

Carr claims Lodi ST opener

By Ann Carr

LODI, CA, APR. 3

District 36's number one Amateur flat track racer Chris Carr helped Lodi's Cycle Bowl celebrate the opening of the 1983 racing season today by winning the 250cc and Open Expert main events. Sunny skies and strong winds greeted a sparse but enthusiastic crowd of racers and spectators who were treated to a quick, competitive short track program.

Carr renewed his battle with Mark Key and black plate 2 Aaron Hill from the wiggle of the starter's ribbon as Key jumped out front and Hill slid into the third spot in the 250cc final. Key, a Pro Expert tuning for the San Jose Short Track National, experienced carburetion problems about three laps into the fray and Carr sneaked by for the win as Hill moved to second. Key held onto the third and last payoff spot.

Riders were all over the track in the 125cc main, but Stacey Nolen maneuvered nicely to collect the only brass while Harold Gepford aced his dad for the 200cc win. Calaveras High school students Bobby and Bryan McDowell — riding for Burton's Cycles and Bruce's Body Shop — nailed the start of the 250cc Novice main and challenged each other for the full 10 laps. Bobby kept the lead throughout to avenge the previous evening's pass by Bryan.

Chris Carr's Jorgy's 370 Can-Am was too much for the 500cc Experts as he jumped to the front as the gate went up and was not to be headed. Consistent 17.70 second lap times kept Carr out front, but smooth riding Kevin Hugill stayed in second from the start while Shawn Black worked through traffic for the last payoff. •

Results

PEE WEE: 1. Nathan Wait (Suz).
 80 NOV: 1. Matthew Wait (Suz).
 125 NOV: 1. Stacey Nolen (Yam).
 200 NOV: 1. Harold Gepford (C-A).
 250 NOV: 1. Bobby McDowell (C-A); 2. Bryan McDowell (Yam).
 250 JR: 1. Ted Taylor (Hon); 2. Rick Lovitt (Hon).
 250 EX: 1. Chris Carr (C-A); 2. Aaron Hill (Hon); 3. Mark Key (Yam).
 500 NOV: 1. Rollen Eskew (Yam); 2. Mike Swartz (Yam).
 500 JR: 1. Gary Coit (Yam).
 500 EX: 1. Chris Carr (C-A); 2. Kevin Hugill (Yam); 3. Shawn Black (Hon).

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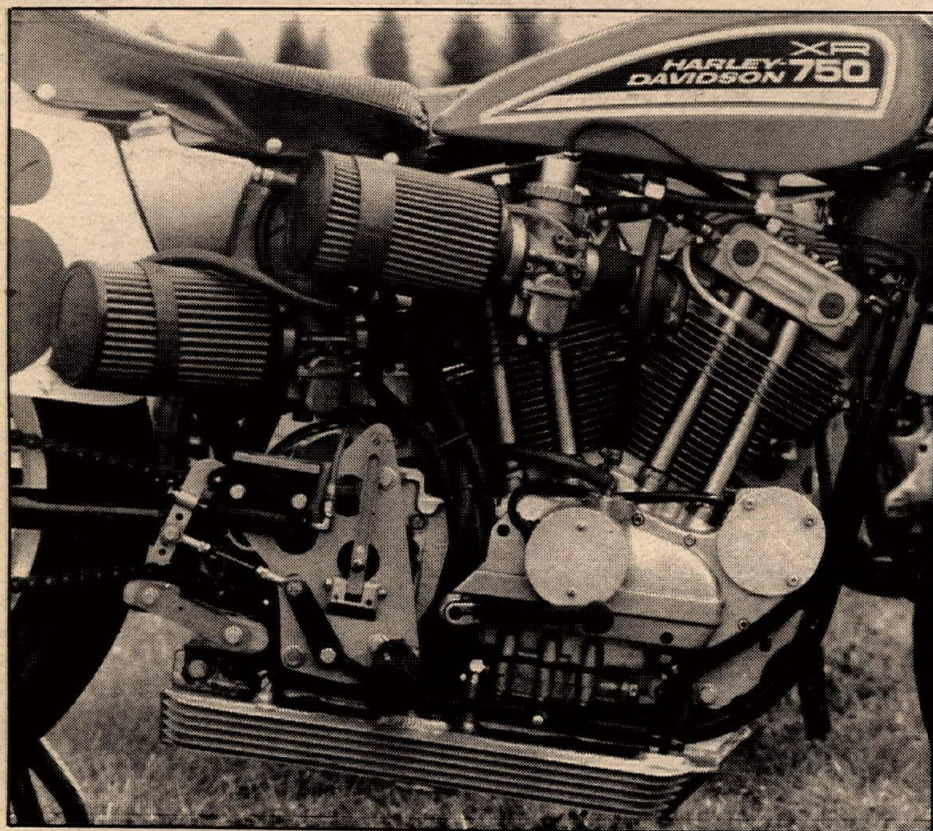


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THE LATEST POOP

BY PAPA WEALEY



One of Randy Goss' bikes at Sacramento had its oil tank mounted below the engine. An off-shoot of Jay Springsteen's XR1000-based road race program, the heavily finned tank was tried at Sacramento as "kind of an experiment." According to Harley-Davidson Racing Team Manager Dick O'Brien, the new location keeps the oil noticeably cooler, but he did express some reservations about the tank's vulnerability. Goss' other bike proved faster in practice, so the low tank-equipped model was parked for the day.

Georges Jobe (Suz) scored the overall win in the opening round of the '83 World Championship 250cc MX Series in Sabadell, Spain. Jobe won the opening moto and finished second in the second moto. Second overall was Jean Claude Laquaye (Hon) with 5-1 moto finishes. Defending World Champion Danny LaPorte (Yam) had a 2-4 day to take third overall. The point standings show Jobe leading with 27, followed by Laquaye with 21, and LaPorte with 20.

The third round of the World Championship 125cc MX Series saw Eric Geobers' (Suz) win streak snapped by Michele Rinaldi (Suz). Rinaldi won both motos with Geobers finishing second in both. American Jim Gibson (Yam) was third overall with a 4-3 day. Geobers continues to lead the point standings with 84, followed by Rinaldi at 70, and Gibson with 52.

Kevin Hines (Hus) was the top finisher and Open A class winner in the

April 17 third round of the AMA/Hi-Point National Championship Hare Scrambles Series. Over 360 riders turned out at Big Bear Lake Campground in Bruceton Mills, W.V., to run the event in a snowstorm. Ed Lojak (Hus), the top finisher in round two, crashed and broke a collarbone. Barry Avery (KTM) was the 250cc A winner while Mark Hyde (Hus) topped the 175cc class. Jeff Barley (KTM) was the 125cc A winner, with Barry Higgins (Mai) and Jeff Smith (C-A) winning the Senior and Super Senior classes, respectively.

Team Suzuki's Mark Barnett suffered a painful injury during press day for the Dallas Supercross. Barnett bit a hole in his tongue when he fell short in a triple jump attempt. "I almost cleared the third jump, but I came up a little short. The bike stopped like it had hit a brick wall and I bit my tongue," said Barnett. Treatment? "I just fill my mouth with Mercurochrome. I'm getting used to the taste of it.

In fact, it doesn't taste all that bad." Sure, Mark.

In the closest long-distance off-road race in recent memory, Scot Harden and Larry Roeseler pushed their XC500 Husky to claim the overall and Open class wins in the April 16 Las Vegas 400. They finished only 48 seconds ahead of the next Open bike, the Maico of Anthony Pasqualotto and Kevin Welch. In for third after leading quite a bit of the race, was the stock Honda XR500 thumper of Jack Johnson and Kris Morgan. First 250cc machine to finish was the Honda of Scott and Kent Pfeiffer. Otherwise, it was a Husqvarna sweep with Oren Beck and Darin Cartwright capturing the 125cc ranks, A.C. Bakken and Gary Jones winning Class 30, and Max Switzer and Dave Miller doing the honors in Class 38. Complete coverage next week.

Englishman John Lampkin and his Fantic posted the lowest score and won the U.S. round of the World Observed Trials Championship held April 17 in Gainesville, Texas. Fellow Fantic rider Gilles Burgat wound up two points behind, 38-40, for second, with defending World Champ Eddy Lejeune (Hon) another two points back in third. Frenchmen Phillippe Berlatier (Itj) and Thierry Michaud (SWM) finished 4-5. American Bernie Schreiber was running well on the first lap, but hurt his elbow in a fall on the second and dropped to sixth, still first American.

Paul Denis took the Race of Champions in the annual NMA World Mini GP run over the April 16-17 weekend at Saddleback Park in southern California. Riding his usual Kawasaki instead of one of the identically prepared Yamahas used in the ROC, Denis also won both divisions (Stock and Modified) of the 125cc Intermediates. In 80cc Expert action, Suzuki rider Larry Brooks came out the best, winning the Modified class and placing second to Kawasaki rider Bader Manneh in the Stock division. Yamaha rider Keith Bowen was a triple winner, garnering the gold in the Stock and Modified 125cc Expert classes and in the 250cc Expert class as well. Complete coverage next week.

Kawasaki-mounted Larry McBride took Top Fuel honors at the April 17 NHRA Southern Nationals at Atlanta, Ga. McBride ran a solo 7.55-second run at 182.55 mph after opponent Roland Stewart failed to make it to the line. In Pro Comp, Rick Stetson (Suz) defeated Jeff Real by running an 8.52/152.02.

IN MEMORIAM: We were saddened to hear of the death of Oregon Expert dirt tracker Rich Winningham, 22, who was killed in an auto accident April 17 in northern California. Winningham is survived by his parents, Jess and Ella Mae, and if you'd like to drop them a note of condolence, the address is P.O. Box 186, Waldport, OR 97374.

Former Grand National Champ Randy Goss telephoned the folks at Ascot to say that he would be racing the April 22 Friday night half mile there.

Steve Wise, who crashed on an oil slick in the Riverside Superbike race and broke his collarbone, was back in Texas on pressday April 18, undergoing X-rays and other medical evaluation. "It looks like he'll make Mid-Ohio (May 22)," said Honda Road Racing Team Manager Udo Gietl, "Although it's too soon to say for sure."

Team Honda's other works road racer, Mike Baldwin, left Los Angeles on April 19, bound for Maylasia. Baldwin was invited by the government of that country to compete in an invitational road race. From there, Baldwin and his two NS500s will be flown to England to compete in the Match Races.

Before the Riverside Superbike race began, Baldwin explained the power advantage that the Honda Interceptors have over the Kawasaki team bikes: "It's not absolute power, because top speed is about the same. It's the powerband. Our big advantage is in how hard the bikes accelerate off the corners."

Wes Cooley seemed pleased with his day following a fourth-place showing at the Riverside Superbike round. "I'm sore," said the Kawasaki teamster who crashed at Daytona and broke a collarbone. "It was good to just get out and finish a race. Besides, I couldn't afford to miss any more points." Cooley's next appearance is the April 30-May 2 Match Races in England.

AMA Motocross referee Butch Lee said at Dallas that he did not know how the story got around that Yamaha Racing Team Manager Kenny Clark protested Danny Chandler at Saddleback's outdoor National MX. Lee said that he saw it and it was his decision to disqualify Chandler and Goat Breker. Clark reiterated the fact by quoting the AMA MX Rulebook. It says that only a rider can protest another rider.

By the start of the Dallas Supercross, Honda's David Bailey was already in Los Angeles seeing a doctor about his ankle. He has had problems with one of his ankles being tender for most of this season, and reports were that Bailey was attempting to do two double-jumps in a row on the back straight in practice and got out of shape and landed on an ankle. At present it was not known whether the injured ankle was the one bothering him or not. His ankle is severely sprained.

Dallas fifth placer Brian Myerscough put in his best ride in some time in a Supercross race. Brian's first words were "I'm pumped." Myerscough says he just wants to get up there and race with those guys. His Dallas ride was the first top-five privateer finish that Supercross has seen in some time.

From a governmental standpoint, everything is approved to make Lake Madera a state Off-Highway Vehicle park, but some local opposition has arisen. Pat Pipes, who put on races at Madera, says that the opposition is stemming from about 10 local people. The Madera Board of Supervisors will meet at 7 p.m. on May 3 at the Madera Government Center at 209 W. Yosemite St. It is vital that the motorcycling people in the community have a show of numbers and let their voices be heard. Plans call for all of the motorcycling oriented folks that show up to wear a red shirt. Call Pat Pipes at 209/673-3146 for information.

HosPITAL STOP: Jeff Barbacovi, son of California Racing Club honcho Jack, suffered a break in the bones of his lower leg. Jeff will be a spectator in plaster for about six weeks. We bet he would like a card or letter or two. Send them in care of CRC, 24518 Island, Carson, CA 90745.

Central Pipeline



(Above) Todd Gikling (27) leads Shannon Ivey (35) in BRA MX action. (Left) One of the 125cc Intermediate starts. (Above left) Danny Storbeck leads Alley Semar in Texas Series 125cc Expert racing.

Brown on form at Conroe Texas Series

By Joe Milian

CONROE, TX, APR. 10

The Texas Series continued its torrid pace today among the placid pines of Conroe Motocross Park with the third of five races to determine who ranks as the state's best. As it

has in years past, this series has attracted the strongest field of riders available and this fact is vividly evidenced by the fierce competition for one of the coveted positions in the top 10 of each class.

Lee Hawthorne of Dallas took a strong step toward a top placing in the 125cc Novice class by taking first overall in one of two divisions. Hawthorne, who just recently outgrew his old KX80, survived a second moto confrontation with first heat winner Billy Compton that took place in mid-air. As the two returned to earth, Hawthorne stayed on the course but Compton sent spectators and a large trash barrel flying as he made an unscheduled detour. Slightly shaken, he returned to the fray but finished well back.

In this same moto, series leader Ty Carter saw his hopes dashed as the result of a high-speed miscue over the tricky stair-step double-jump. In the resulting crash, Carter suffered a broken right collarbone and two ribs, which will sideline the fine young Kawasaki rider from Plano for at least two months, leaving brother

Rocky to carry on in his absence. Chad Parker had back-to-back firsts in the other 125cc Novice division with David Bloyed a come-from-behind fourth.

The big news in the Minibike madness was that Billy Whitley finally lost a race. Stacy Marek upset Whitley in the Minibike Seniors with steady Eddie Vreeland third. Whitley exacted some small measure of revenge over Marek by leading him to the checkers in both the Mini Stock class as well as Minibike 105cc. Cedar Park Kawasaki representative Michael Merlo put in a strong showing in the Minibike Seniors as did Lance Baldridge in the Mini Stockers.

Diminutive Mini Mini veterans Colin Edwards and "Crispy" Vreeland staged a spirited tussle in their class, but Jason Schultz and Charlie Winn took first and second respectively.

Mark Mills captured his first overall victory of the series in the 250cc Novice competition after a struggle with Chris Black and Owen Ricker. With leader Ty Carter out for the remainder of the schedule, the

scramble for points was thrown wide open with Mark Cochran, Danny Richardson, Terry Dutton and Chris Black all in good position to cop the title in the two remaining race meetings. John Fricke's DNF in the second moto might have put him out of contention for first place in the series, but he should still be able to crack the top five.

For the third consecutive week Wyatt Seals finished second in the Open Intermediate class, unable to wrest the first place trophy from Bill Howe. Howe's effortless style is in direct contrast to that of the hard riding Seals, and their weekly duel is one of the series' highlights. "I said I would win last week, but Howe was just too strong today. I don't have any excuses, I'm just gonna have to try harder. I'm surely not giving up. I still have a real good chance to win the whole thing," Seals stated at the trophy presentation.

Rusty Dovell made two second place finishes hold up for top trophy in the 125cc Intermediate class despite some grumbling in certain circles as to whether the local ace should be contesting the money class. Kit Vick won the second moto, but a fall in the first left him with third overall.

John Pollard and Jerry LeBlanc traded heat wins, but Pollard emerged atop the 250cc Intermediate class for the premier placing. Stuart Cotton was third in the class which was dominated by Suzukis.

Alley Semar rode brilliantly in two Pro classes, but first place eluded him in both. Danny Storbeck staged one of the more exciting duels of the day in the first moto of the 125cc Experts with Storbeck taking the lead for good with two laps remaining. Carroll Richardson coolly shadowed the two leaders hoping for a miscalculation by one or both as they engaged in some close-quarter handlebar rattling, but neither faltered and Richardson

took third.

In the second moto Storbeck went wire to wire for the win with Richardson interjecting himself between Storbeck and Semar for the duration of the heat which relegated Semar to third overall. Bryan Abernathy, under the watchful eye of veteran tuner Tommy Connors, encountered both mechanical and physical difficulties today and was forced to do a bit of uncharacteristic back of the pack maneuvering to garner a hard-earned fifth place.

"I've been having some poor luck in the last couple of months, and I also made some mistakes as a result of pressing too hard, but everything was working right today." Those were Roger Brown's sentiments after besting a determined Alley Semar and consistently smooth Ronnie Herrmann in the 250cc Expert clash. Although Semar offered no excuses, his struggles with Storbeck have to affect his performance on the YZ250. "I had the lead both motos, but Roger just took it away from me. This is my first ride on a 250cc so I'm still getting used to the power characteristics. No alibis though, Roger rode harder today and he deserved to win."

Nick Cordova had an easy time of it in the Open Expert affair as he cruised to back-to-back triumphs. "Scooter" Bates finished a distant second on both tours of the track with Russell Miksch pacing himself to third.

Results

MINI MINI: 1. Jason Schultz (Kaw); 2. Charlie Winn (Kaw); 3. Colin Edwards (Kaw); 4. Jack Ricks (Hon); 5. "Crispy" Vreeland (Kaw).

MINIBIKE JR: 1. Cody Marek (Kaw); 2. Chris Gul-laksen (Kaw); 3. Sean Cook (Yam); 4. J.R. LaRose (Kaw); 5. Jack Ricks (Hon).

MINIBIKE SR: 1. Stacy Marek (Kaw); 2. Billy Whit-ley (Kaw); 3. Eddie Vreeland (Kaw); 4. Jason Lang-ford (Kaw); 5. Michael Merlo (Kaw).

MINI STK: 1. Billy Whitley (Kaw); 2. Stacy Marek (Kaw); 3. Scott Chesser (Kaw); 4. Lance Baldridge (Kaw); 5. Shane LeBlanc (Kaw).

MINIBIKE 105: 1. Billy Whitley (Kaw); 2. Stacy Marek (Kaw); 3. Eddie Vreeland (Kaw); 4. Vincent Rizzo (Kaw); 5. Dave Shade (Kaw).

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125 NOV B: 1. Lee Hawthorne (Kaw); 2. Roddy Lewis (Kaw); 3. Connif Boudoin (Kaw); 4. Kevin Nobles (Kaw); 5. Robert Hurst (Yam).

250 NOV A: 1. Mark Cochran (Kaw); 2. Danny Richardson (Suz); 3. Ron Prince (Yam); 4. Keith Darow (Suz); 5. Joe Marcucci (Yam).

250 NOV B: 1. Mark Mills (Yam); 2. Owen Ricker (Yam); 3. Chris Black (Yam); 4. Terry Dutton (Kaw); 5. Douglas Roberts (Yam).

OPEN NOV: 1. James Card (Yam); 2. Brian Darnell (Hus); 3. Kevin Rivers (Suz); 4. Bruce Dugan (Suz); 5. Richard Stelter (Hus).

125 INT: 1. Rusty Dovell (Hon); 2. James Baldridge (Suz); 3. Kit Vick (Kaw); 4. Jason Otto (Yam); 5. Kerry Anderson (Kaw).

250 INT: 1. John Pollard (Suz); 2. Jerry LeBlanc (Suz); 3. Stuart Cotton (Suz); 4. Rodney Wallace (Yam); 5. Skipper Beavers (Suz).

OPEN INT: 1. Bill Howe (Kaw); 2. Wyatt Seals (Hon); 3. Brad Mills (Yam); 4. Bobby Shafer (Hon); 5. Bubba Schultz (Hon).

OVER 30 INT: 1. Troy Rapp (Yam); 2. Jim Smith (Yam); 3. Danny Cole (Kaw); 4. Gary Berry (Hon); 5. Lester Munson (Yam).

125 EX: 1. Danny Storbeck (Yam); 2. Carroll Richardson (Kaw); 3. Alley Semar (Yam); 4. Greg Fouts (Yam); 5. Bryan Abernathy (Yam).

250 EX: 1. Roger Brown (Yam); 2. Alley Semar (Yam); 3. Ronnie Herrmann (Hon); 4. Willie Phee (Hon); 5. Mark Witt (Hon).

OPEN EX: 1. Nick Cordova (Hon); 2. "Scooter" Bates (Hon); 3. Russell Miksch (Mai); 4. Mike Farmer (Yam); 5. Brooks Tolon (Yam).

OVER 30 EX: 1. Billy Click (Hon); 2. Bill Kasson (Yam); 3. Tim McCaskill (Kaw); 4. Darwin Huckabee (Hon); 5. Chuck Heath (Hon).

Mitchell masters Colorado hillclimb

By Ernie Ferguson

PUEBLO, CO, APR. 10

In 70-degree weather and under partly cloudy skies, some of the best hillclimbers in Colorado attacked Bacelite Mesa in Pueblo. The hill, 200 feet of loose sand and dirt, took its toll on some of the riders. At the 120-foot mark on the hill, the climbers were met with an eight-foot vertical cliff of loose shale rock. This was the stopping point for many hopeful riders.

Making the best time of the day, Curtis Mitchell topped the hill in six-point-three seconds to capture the overall trophy of the afternoon. Curtis also won the Open motocross class aboard his 465cc Suzuki with two super runs up the hill.

The Exhibition class was something to see. The big paddle-wheel bikes leave a rooster tail 20 to 30 feet in the air as they claw their way through the dirt to the summit. Bill Fodge took first place on his 1435cc Kawasaki with two near-perfect runs. Right behind Bill, Charles Ford captured second on a 750 Suzuki and Don Lockhardt finished third on his big KTM.

From the Minis to the big Exhibition machines, a good crowd of spectators enjoyed the day's racing with great enthusiasm. Each time a rider made his ride over the summit, the crowd let out a cheer of approval. The third annual hillclimb of Colorado was a smashing success.

Results

MINI: Randall Conger (Suz).

125 MX: Adam Schindler (Kaw).

200 MX: Joe Phillips (Suz).

250 MX: Charles Ford (Suz).

370 MX: Mike Foster (Suz).

500 MX: Gary Endman (Suz).

OPEN MX: Curtis Mitchell (Suz).

200 ENDURO: Joe Phillips (Suz).

250 ENDURO: Ron Foster (Suz).

370 ENDURO: Ron Foster (Suz).

500 OPEN ENDURO: Mark Pareno (Yam).

EXHIBITION: Bill Fodge (Kaw).

OVERALL: Curtis Mitchell (Suz).

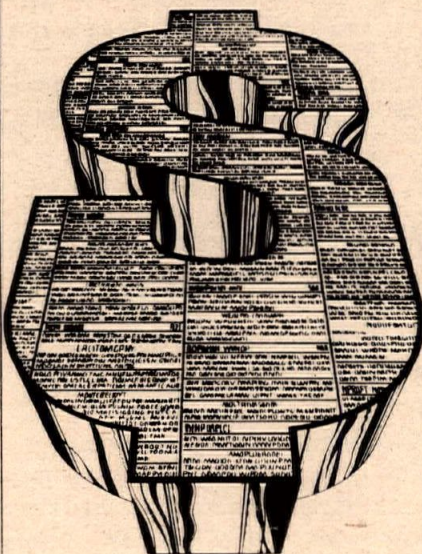
Davis, Tarlton win at Ross Downs opener

By Bob Bagwell

COLLEYVILLE, TX, APR. 8

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Triumph and said, "I am ready, clear everyone off the fence, I am going to win tonight." That he did. Davis came off the starting line in the 750cc main and was never passed. Shon Stovall and his fast 490 Yamaha was a close second with Tubby Dotson and Danny Huffman battling it out for third. The smooth, fast track was a broadslider's delight with the big bikes putting on a show for the spectators.

Jimmy Tarlton, on his 250 Kawasaki, entered the Pro ranks this year and proceeded to show all that he was to be the man to beat on this night of flat track racing.

Jimmy and Johnny Johnson really got things going in the main event. They were passing and fighting from start to finish with Craig Louis hot after them and just waiting for the mistake that never came. They finished in that order.

Hot shoe Willis McCoy took up where he left off last year by winning the 125cc flat track main. Trace Polson let Willie know that he was there as did Alan Powers. These guys get serious.

The 250cc Amateur main was a barn burner with Eldon Hultgren, Jeff Harder and Rick Isbell pleasing the fans with excellent racing. The track surface was a wide groove, meaning riders could pass about anywhere they wanted.

Ross Downs changed from motocross to TT scrambles this year, and everybody fell in love with it. TT is just a smooth motocross that you can really get racing on. Jimmy Holder came prepared to win his first TT. He entered the 80cc class and won it, then entered the Open class, and finished third in it. Trace Polson and Greg Teague threw dirt at each other, finishing in that order in the 80cc class.

H.J. Hudler easily won the 250cc main event in his home town. Mike Carroll, Terry Neuman and Kerry Wood all stirred up dust in the Open class main. It seems as though Irving, Texas has a lot of big bikes to enter in TTs, most of them sponsored by the Low Buck Racing Team. They put on a good show wherever they go racing. They have also been known to party a little after winning a race.

Results

FLAT TRACK
125: 1. Willie McCoy; 2. Trace Polson; 3. Allan Powers.
250 AM: 1. Eldon Hultgren; 2. Jeff Harder; 3. Rick Isbell.
250 PRO: 1. Jimmy Tarlton; 2. Johnny Johnson; 3. Craig Louis.
750 PRO: 1. Odell Davis; 2. Shon Stovall; 3. Tubby Dotson.
TT SCRAMBLES
80: 1. Jimmy Holder; 2. Trace Polson; 3. Greg Teague.
250: 1. H.J. Hudler; 2. George Mazin; 3. Danny Huffman.
OPEN: 1. Mike Carroll; 2. Terry Newman; 3. Jimmy Holder.

Molder, Friend fierce at BRA series opener

By Brian George

STURGIS, SD, APR. 3

Borderline Racing Association's 1983 21-race motocross series kicked off today at Sturgis Raceway. Riders from five states and Canada competed upon a newly revised circuit designed specifically for the season ahead.

Mother Nature kept skies cloudy and cool throughout the afternoon, with light snowfall continuous in nearly every moto, but, fortunately, the heavier flurries stayed off until an

hour after the final moto crossed the finish line.

In the Professional ranks, two riders dominated most of the action, Spearfish Honda's Mike Friend and Rice Cycles' Dave Molder. Friend came from behind to win both motos and the overall in the 125cc division while Molder fought off charges by Friend and Ben Norfolk to grab both motos of the 250cc class, then followed it up with a pair of moto wins in the Opens.

Starting off the 1983 season were the 125cc Pros, and out of the gate it was Ladd Poitra and LeeVerne Berry going into the first turn. Poitra, in his first Pro race since moving up from the Mini A wars, took the lead in the second turn while Berry, Shannon Ivey, Todd Gikling and Roland Giroux rounded out the top five.

Gikling made the hardest charge early in the first circuit, and as the pack headed onto the upper portion of the raceway Gikling motored into first ahead of Poitra, Ivey, Berry and Giroux. This lead was short-lived for the Black Hills Yamaha rider, however, for when he came back onto the lower section, the front end of his YZ kicked under in a fast left-hander, and Gikling went head-first to the edge of a short drop-off. Poitra and Ivey then fought for the lead, and soon Ivey was in command, and Poitra began to fade behind Berry. Gikling remounted in sixth, then proceeded to move into fourth behind Poitra, and quickly shot into third before the halfway mark. Back behind the leaders, Mike Friend, who had gone down on the opening lap, was picking off riders at an amazing rate, and within four laps he had worked past Giroux for sixth place.

From there, the Honda pilot roosted by Poitra, and set after Gikling, who was fighting with Berry for the runner-up slot. Gikling displaced Berry before Friend crashed their duel. Friend put the moves on Berry first, then Gikling, to move into second. Ivey, who had not been able to compound a substantial lead by this point, became the next target for Friend, and within two laps Ivey had been dropped to second and Friend was pulling away to a comfortable win.

Gikling followed Friend's pass on Ivey and rolled himself into the runner-up spot by the end of the race. Ivey had to settle for third ahead of Berry and Poitra.

Gikling, Friend, Berry and Ivey set up their battle again in the second moto's opening moments, as Berry took the holeshot with Friend, Gikling, Ivey and Poitra right in tow. Friend wasted little time in capturing the lead this time and used the entire moto to compound a healthy lead over a battle between Gikling and Berry for second.

Results

125 PRO: 1. Mike Friend (Hon); 2. Todd Gikling (Yam); 3. LeeVerne Berry (Kaw).
250 PRO: 1. Dave Molder (Hon); 2. Ben Norfolk (Kaw); 3. Mike Friend (Hon).
500 PRO: 1. Dave Molder (Hon); 2. Perry Bicek (Hon); 3. Kelly Olson (Yam).
MINI B: 1. Eddie Mealey (Hon); 2. Shane Javersak (Suz); 3. Eric Eckholm (Yam).
MINI C: 1. Ron Harlan (Hon); 2. Bradley George (Hon); 3. Beau Bendigo (Hon).
MINI A: 1. Randy Stahla (Kaw); 2. Dave Zuhr (Hon); 3. Scott Jensen (Kaw).
ENDURO: 1. Kim Bendigo (Hon); 2. Ron Harwood (Yam); 3. Rusty Rover (Kaw).
OLD IRON: 1. Jim Winchester (C-A); 2. Brian Schoenbener (Suz).
125 B: 1. Doug Frenzel (Hon); 2. Jim Peters (Hon); 3. Shane Jensen (Yam).
250 B: 1. Rick Wooley (Hon); 2. Al Smock (Yam); 3. Kevin Forrester (Hon).
SR: 1. Bill Stork (Yam); 2. Phil Stahla (Kaw); 3. Dave Hudson (Mal).
125 C: 1. Heath Goodsell (Kaw); 2. Todd Dailey (Kaw); 3. Henry Jordan (Yam).
ATC: 1. Chris Jordan (Hon); 2. Bud Wooley (Hon); 3. Mark Javersak (Hon).

RESULTS

Boss Motocross King of the Hill Series Dixon, CA April 10, 1983 By Doris Brazil

250 NOV	
Chad Chastain	Hon
Sam Fries	Hon
Glenn Drummond	Suz
Danny Sell	Hon
VET NOV	
Matt Ohara	Hon
Crain Pierle	Hon
Don Lockrem	Suz
OT NOV	
Walt Glenn	Mai
Erv Rifenburg	KTM
125 EX	
Tony Locente	Hon
Troy Deherra	Yam
125 INT	
Eric Liddell	Suz
Bin Avery	Suz
VET INT	
Gary McPherson	Hon
Morley Baker	Yam
VET EX	
Mike Collins	Hon
OT EX	
Mike Heiberger	Hon
125 NOV	
Kelly Andris	Hon
Scott Thorburn	Hon
Carl Lindermann	Hon
250 EX	
Jon Nelson	Yam
Rick Mythen	Yam
Dave Wood	Yam
250 INT	
Mark Andris	Hon
Eddie Gold	Kaw
OPEN NOV	
Weylin Thompson	Hon
Matt Vulk	Hon
OPEN INT	
Thomas Morris	Hon
80 MINIS NOV	
Chris Neal	Yam
Byron Rifenburg	Kaw
Robby Pascarella	Suz
80 INT	
Mike Pascarella	Suz
80 EX	
Shawn Wooten	Kaw
60 NOV	
Shawn Yount	Kaw

Texas Cross Country Flying "P" Ranch Weatherford, TX Apr. 10, 1983

PRO	
Randall Tarter	Mai
David Greenhill	KTM
Mitch Milson	
Mike Moore	Hon
Charlie Orr	Hon
OPEN EX	
Billy Smith	Hon
Andrew Cooksey	Mai
Raymond Powell	Yam
Ken Mulkey	Kaw
Lonnie Vann	Yam
125 EX	
Dean Lane	KTM
Glen Boyett	Ho
Bobby Thomason	Yam
Matt Smith	Yam
D.L. Wood	Yam
200 EX	
Ted Elmore	Kaw
Gerald Flippin	Kaw
A. Ditterline	
Ken Watkins	Kaw
Alan Johnson	Yam
250 EX	
Dana Wright	Yam
Ray Grippin	Hon
Tod Myers	Yam
Larry Dodson	
Bart Spears	Yam
OVER 30 EX	
Harold Kendrick	Mai
Gene Pannell	Yam
Ed Terrell	Yam
Eddie Gillis	Mai
Wayne Ratliff	Suz
OPEN AM	
Matt Green	KTM
J.D. Carpenter	Hon
Scott Simpson	Yam
Wally Engle	Mai
Joe Acklin	Yam
125 AM	
Doug Mathey	Yam
Brian Bulla	Suz
Brad Brown	
Mark Hargis	
D. Shirley	
200 AM	
Rod Ransom	Kaw
Steve Gillis	Hon
John Holquin	Kaw
Charles Cundiff	

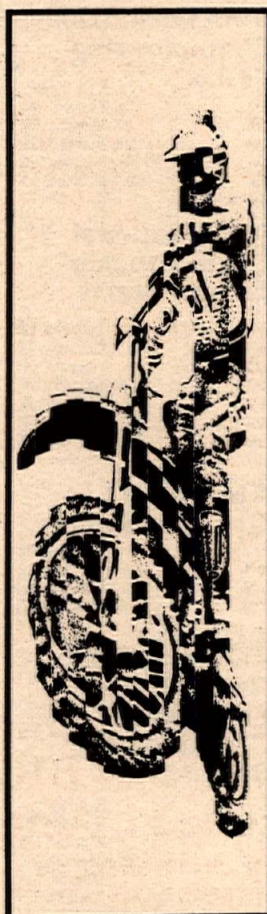
Mike Dorothy	C-A
250 AM	
Rick Hillhouse	Hon
David Thompson	Yam
Bobby Green	Kaw
Rodney Young	
Shane Morrison	Yam
OVER 30 AM	
Cluff Alford	Hon
Tom Morris	Hus
Dusty Tower	Yam
Danny Goodlett	Yam
Ray Harrelson	Hon
OVER 38 AM	
John Paynter	Yam
Ray Anderson	KTM
Jerry Boren	Yam
Bill Fleming	Mai
Rich Denning	Kaw
250 INT	
Mike Bruce	Yam
Kelly George	KTM
Tom Ehmke	Yam
Pat Riley	Hon
Bubba Waters	Mai
OVER 30 INT	
Joe Pannell	Yam
Richard Shirley	Yam
Mel Eddy	Mai
Chuck Matheny	Yam
Don Ehmke	Yam
MINI SR	
Mike Davis	Yam
Brent Shaw	Yam
Jason Haggard	Yam
Eddie Cutberth	Yam
Tommy Huff	Yam
MINI JR	
Peanut Denny	Kaw
Russ Murphy	Yam
Kelly Ehmke	Yam
Chip Munn	Hon
Hugh Kinicott	
LADIES POWDER PUFF	
Dee Ann Wood	Yam
Pat Milliken	Hon
Kathy Body	Hon
Kathy Johnson	
BIG BIKE OVERALL	
Dana Wright	
SMALL BIKE OVERALL	
Dean Lane	

Henry's Canyon MX Classic Idaho Falls, ID Apr. 10, 1983 By Rex Jardine

MINI MINI	
Brett Murdock	Hon
Kris Wilkerson	Hon
MINI JR	
Shay Watterson	Kaw
Greg Larson	Kaw
Brian Krah	Hon
MINI INT	
Jason Hill	Yam
Tate Olaveson	Hon
Gary Olaveson	Yam
MINI EX	
Todd Smith	Yam
Roby Ott	Kaw
Dominic Browning	Hon
125 JR	
Wes Watterson	Kaw
Brad Baker	Suz
John Hinzal	Yam
125 INT	
Ty Taylor	Hon
Chaney Brewer	Kaw
Glenn Foster	Suz
125 EX	
Darin Butters	Yam
Bob Bott	Kaw
Troy Olaveson	Hon
250 JR	
Doug Newton	Yam
Mark Snell	Suz
John Dalton	Suz
250 INT	
Darrell Garner	Hon
Joe Clifton	Hon
Lanney Metz	Hon
250 EX	
Rock Temple	Hon
Gary Randall	Hon
Bob Krah	Hon
OPEN JR	
Art Thornton	Suz
Jim Schondel	Yam
Dennis Moss	Hon
OPEN INT	
Wayne Cambell	Hon
Roger Frazier	Hon
Rex Jardine	Suz
OPEN EX	
Curtis Holmes	Hon
Nick Telleria	Yam
Mark Franklin	Hon
OT	
Bob Kratt	Hon
Bill Sears	Hon
ENDURO	
Wayne Cambell	Hon
Rex Jardine	Yam
John Foster	Suz

Gem Cycle Park MX Emmett, ID Apr. 10, 1983 By Marvin Moto

MINI NOV	
Steve Davis	Yam
Troy Lankford	Kaw
Jerry Thompson	Hon
MINI EX	
Corey Barton	Kaw
Tom Hiler	Kaw
John Kipper	Yam
125 NOV	
Corey Barton	Kaw
Rod Habig	Yam
Don Wright	Kaw
125 INT	
Ted Lattner	Kaw
Gary Wise	Kaw
Jim Lyngar	Yam
125 EX	
Derrick Personette	Kaw
Tommy Fitzgerald	Yam
Steve Newberry	Yam
250 NOV	
Tony Naclerio	Hon
Rick Putzier	Suz
Steve Cooper	Hon
250 INT	
Larry Buffington	Hon
Jim Lyngar	Yam
250 EX	
Mike Hickerson	Hon
Clint Eshelman	Hon
Mark Oberdink	Suz
OPEN NOV	
Bill Ballard	Mai
Scott Darling	Yam
Gary Holmes	Yam
OPEN EX	
Mark Oberdink	Suz
Larry Rebich	Hon
Joe Cook	Mai
WOMEN	
Melva Lees	Yam
Venessa Buffington	Hon
VET	
Darrell Lankford	Suz
Garland Lankford	Kaw
John Stelzried	Suz



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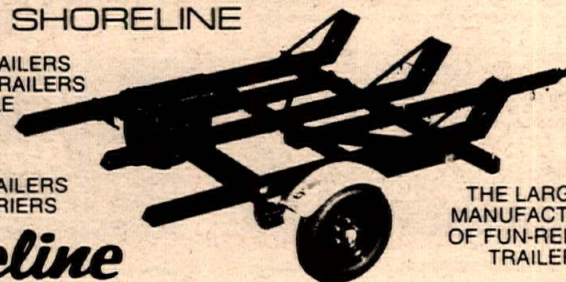
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MAY 15 - CARLSBAD G.P.

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1983 Race Schedule

Apr. 23/24 - Willow Springs

May 1 - Sears Point

May 7/8 - Willow Springs 6 Hr.

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See Calendar For Details



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CHAMPIONSHIP EVENTS

AMA/Camel Pro Series

4/30-5/1 ST & M/San Jose, CA
5/7 H-M/Gardena, CA
5/15 M/Springfield, IL
5/22 RR/Lexington, OH
6/3-5 RR/Elkhart Lake, WI
6/4 H-M/Louisville, KY
6/11 H-M/Harrington, DE
6/17-19 RR/Loudon, NH
6/24 TT/Hinsdale, IL
6/25 H-M/Knoxville, TN
6/26 RR/Mt. Pocono, PA
7/2 M/Indianapolis, IN
7/10 M/Syracuse, NY
7/15-17 RR/Monterey, CA
7/16 H-M/Hagerstown, MD
7/22 ST/Hinsdale, IL
7/30 M/DuQuoin, IL
8/7 M/Cicero, IL
8/21 TT/Peoria, IL
8/21 RR/Sonoma, CA
8/27 M/Indianapolis, IN
9/3 H-M/Hamburg, NY
9/3-4 RR/Brainerd, MN
9/11 M/Syracuse, NY
9/18 M/San Jose, CA
9/24 H-M/Gardena, CA
10/2 M/Springfield, IL
10/8 TT/Pontiac, MI

AMA/Wrangler Super Series

4/24 MX/Gainesville, FL
4/30-5/1 SX/Pontiac, MI
5/7 SX/Kansas City, MO
5/15 SX/Washington, DC
5/22 MX/Fairmount City, IL
5/29 MX/Mt. Morris, PA
6/5 MX/Binghamton, NY
6/11 SX/Orlando, FL
6/19 MX/Lake Whitney, TX
7/3 MX/Buchanan, MI
7/9 SX/Pittsburgh, PA
7/16 SX/Cincinnati, OH
7/23 SX/Foxboro, MA
8/6 SX/Pasadena, CA
8/14 MX/Washougal, WA
8/21 MX/Castle Rock, CO
8/28 MX/Millville, MN

AMA Pacific Coast Championship Series*

10/2 SX/Tacoma, WA
TBA MX/Sonoma, CA
TBA MX/Portland, OR
TBA MX/Los Angeles, CA
TBA SX/San Diego, CA

*Tentative

AMA National Championship Enduro Series

5/8 Saline, LA
5/15 Abingdon, VA
5/29 Zaleski, OH
8/21 Moorestown, MI
9/4 Winterset, IA
9/11 Lynnville, IN
10/23 Oklahoma City, OK
10/30 Bear, DE

AMA ISDE Qualifier Series

4/24 Athens, OH
5/1 Spur, TX
5/22 Rose City, MI
6/4-5 McMinnville, OR

AMA/Hi-Point National Hare Scrambles Championship Series

6/12 Keithsburg, IL
6/26 St. Johns, PA
7/17 Windsor, MA
8/28 Maplesville, AL
9/18 Millville, MN
11/6 Delta, OH

AMA/NATC National Trials Series

5/28 Newhall, CA
5/30 TBA/AZ
8/28 Middletown, PA
9/3 Port Huron, MI
9/5 Mt. Olive, IL

SCORE Off-Road Championship Schedule

6/3-5 Baja Internacional
Ensenada, Mexico

9/30-10/2 Off Road World
Championship
Riverside Int'l Raceway
Riverside, CA
Baja 1000
Baja California, Mexico

National Drag Racing Championships AMA Dragbike!

4/23-24 Jackson, TN
5/1 Rising Sun, MD
5/14-15 Palmdale, CA
6/4-5 Bristol, TN
6/5 Fremont, CA
6/19 Kansas City, MO
6/25-26 St. Louis, MO
7/16-17 St. Louis, MO
7/30-31 Columbus, OH
8/6-7 Fremont, CA
8/6-7 Beaver Springs, PA
8/12-13 Belle Fourche, SD
8/21 Atco, NJ
9/5 Brainerd, MN
9/17-18 Commerce, GA
9/24-25 Tulsa, OK
10/22-23 Farmington, NC
11/5-6 Houston, TX
11/19-20 Gainesville, FL

*1/2 Mile Event

**Top Fuel Eliminator

***Pro Stock Eliminator

IDBA

5/14-15 Louisville, KY
6/11-12 Darlington, SC
8/13-14 West Salem, OH
10/8-9 Gulfport, MS

NMRA

5/21-22 Englishtown, NJ
5/28-29 Epping, NH
6/25-26 East Haddam, CT
7/16-17 Englishtown, NJ
8/20-21 East Irvine, CA
8/26-27 Denver, CO
9/3-5 Indianapolis, IN
10/1-2 Atco, NJ
10/15-16 East Irvine, CA

*Pro Stock Only

**Top Fuel & Pro Comp Only

***Pro Stock & Fun Bike Only

****Top Fuel & Fun Bike Only

World Championship Road Race Series

4/24 Italy
5/8 Germany
5/22 Spain
5/29 Austria
6/12 Yugoslavia
6/25 Holland
7/3 Belgium
7/31 England
8/7 Sweden
9/4 Italy

World Championship Road Race Series

5/14-15 France
6/12 England
6/19 Germany
7/9-10 Austria
7/31 Spain
8/20-21 Japan
9/25 Belgium
Italy

World Championship MX Series 125cc

4/24 Belgium
5/1 France
5/15 Yugoslavia
5/29 Germany
6/26 Czechoslovakia
7/10 Russia
7/24 Sweden
7/31 Finland
8/14 Spain

250cc

4/24 France
5/1 Italy
5/8 Holland
5/29 Russia
6/12 Germany
6/19 England
7/24 Canada
7/31 NEW BERLIN, NY
8/7 Switzerland
8/14 Sweden
8/21 Finland

500cc

4/24 Austria
5/8 Germany
5/29 Sweden
6/5 Finland
6/19 Italy
6/26 CARLSBAD, CA
7/3 France

7/24 England
8/7 Belgium
8/14 San Marino
8/28 Holland

Sidecar

4/24 Spain
5/1 England
5/8 Sweden
5/29 Holland
6/5 France
6/26 Belgium
7/10 Germany
8/21 Austria
9/4 Switzerland
9/11 Italy

World Championship Trials Series

5/29 France
6/5 Austria
6/26 Italy
7/3 Switzerland
9/18 Finland
9/24 Sweden
10/2 Germany

World Speedway Championship

6/18 Pairs
Gothenburg, Sweden
8/13 Team
Vojens, Denmark
9/4 Individual
Norden, Germany

Other Major Events Abroad

5/2-7 Scottish Six Days Trial
Edinburgh, Scotland
6/4-10 Isle of Man RR
Isle of Man
8/20 Formula One TT
Dundrod, Ireland
9/4 Motocross des Nations
Angreau, Belgium
9/11 Trophee des Nations
Povazska Bystrica,
Czechoslovakia
9/18 Long Track
World Championship
Marianske Lazne,
Czechoslovakia
9/25 Coupe des Nations
Roggenburg, Switzerland
10/3-8 ISDE
Llandrindod Wells,
Wales

NMA Regional Qualifiers

Ozark
4/23-23 Oklahoma City, OK
5/14-15 Tulsa, OK
5/28-29 Springfield, MO
6/4-5 Oklahoma City, OK
6/18-19 Branson, MO
Rocky Mountain 1
5/14-15 Trinidad, CO
6/25-26 Lakewood, CO
Rocky Mountain 2
4/30-5/1 Mountain Home, ID
5/28-29 Salt Lake City, UT
Northwest
4/30 Moses, WA
5/7 Seattle, WA
6/18 McMinnville, OR
6/26 Roseburg, OR
Western 1
5/14-15 Las Vegas, NV
5/29 Valencia, CA
6/5 Devore, CA
6/19 Orange, CA
6/26 Adelanto, CA
7/2-3 Barona Oaks, CA
Western 2
4/24 Sand Hill, CA
5/15 Huron, CA
5/22 Madera, CA
6/5 Brentwood, CA
6/26 Brentwood, CA
Texas
4/30-5/1 Dallas/Fort Worth, TX
5/7-8 Houston, TX
5/28-29 Dallas/Fort Worth, TX
6/4-5 Houston, TX
6/18-19 Dallas/Fort Worth, TX
Southwest
5/8 Gallop, NM
5/15 Carlsbad, NM
5/29 Albuquerque, NM
6/19 Aztec, NM
Central
5/1 Pittsburg, KS
5/15 Fort Calhoun, NE
5/28-29 St. Louis, MO
6/15 St. Joseph, MO
6/26 Jefferson City, MO
High Plains
5/1 Lawton, OK
5/15 Lefors, TX
6/5 Wellington, TX
6/19 Lawton, OK
Arizona
5/1 Blythe, CA
5/8 Phoenix, AZ
5/15 Phoenix, CA
5/22 Phoenix, AZ

Finals
8/2-7 Ponca City, OK

AMA/Kawasaki Amateur MX Series

Youth Qualifiers
5/14 McMinville, OR
5/21 Boyd, TX
5/22 Adelanto, CA
Amateur Qualifiers
5/14 Orange, CA
Dixon, CA
McMinville, OR
5/14-15 Lakewood, CO
Wichita, KS
Hot Springs, AR
5/22 Boyd, TX
Phoenix, AZ
Regional Championships
6/11-12 Dickerson, TX
Huron, CA
Finals
8/10-13 Hurricane Hills, TN

EVERY
WEEK

Tuesday

CALIFORNIA

AMA CLASS A SPEEDWAY
Ventura Spdwy., Ventura, CA. Fwy 101 N to California St. off-ramp, left to Harbor, right to fairgrounds. Gate 6 pm, races 8. Tickets \$5, 7-15 \$2. Tickets avail. at track on race day. Info 805 985-433 (Tammy).

Wednesday

CALIFORNIA

CMC SPEEDWAY 117 MX
Chula Vista, CA. I-5 to Jct. 117, E 5 mi. to track. All classes, plus 3-whlrs, Odys, dirt kart, and motorcycle short track. Spts. trophies, 100% Pro pb. 5 programs on 3 different tracks. Gate 5 pm, race 6, race 7:30. Entry \$12. Info 619 690-6414

CMC ASCOT PARK MX
Gardena, CA. 18300 S. Vermont, near jct. of Harbor and San Diego Fwys. All classes. 30% trophies. Pro pb. Gate 5 pm, race 6, race 7:30. Entry \$12, watch \$5.50, \$3.50, \$2. Info 714/557-3323, 213/323-5055.

AMA CLASS A SPEEDWAY
Inland Motor Spdwy., San Bernardino CA. Fwy 10 E to 15E North, take Orange Show Rd. exit, left on Arrowhead, 3 Divisions. No race May 4. Tickets avail. at track on race night. Gate 6:30 pm, race 7:30. Tickets \$5, 6-12 \$1.50. Free parking. Info 714 889-4554, 213/446-0969, 714/884-4092 (race day only).

DRAG RACES
Fremont Rwy., Fremont, CA. Hwy 17 at Durham Rd. W. follow signs. Grudge racing, Bike bracket for all motorcycles. Gate 5:30, time trials 6-10, tech closes 8:30. Entry \$5, watch \$5, under 6 free. Baylands Rwy Park. Info 415/651-2545.

Thursday

WASHINGTON

WASHINGTON NIGHT MOTOCROSS
Hannegan Speedway, Bellingham, WA. Exit 255 off I-5, 1 mi. east to left on Hannegan Rd., 1/4 mi. north on right. 50-Open separate C class motos. Gate 5 p.m., race 6. Entry \$6/class. Free parking. Mt. Baker M.C. Info 206/733-5069 Open, (Larry Hanson).

IDAHO

HUETTER FLAT TRACK
Huetter Speedway, S & S Racing. Huetter, ID. 2 mi. west of Cover d'Alene on Old Hwy 10. Class Cracing, 3/8 mi. oval. Mini/125/250/500/ Open, \$500 guaranteed purse, trophy to Am. Sign up 6:30 p.m., race 7, race 7:30. Info 208/765-5005 (Cover d'Alene Honda).

CALIFORNIA

CALIFORNIA NIGHT MOTOCROSS
Baylands Rwy. Park, Fremont, CA. All classes. 30% trophies, 100% Pro pb. CMC license reqd. (avail. at track). Gate 5 pm, race 7, race 7:30. Entry \$12, \$15 Pro, watch \$5, 6-12 \$2. Info 415/651-2524.

R.A.C.E. MOTOCROSS
Orange County Int'l Rwy., Irvine, CA. I-5 at Sand Canyon. 30% trophies,

133% Pro pb. Gate 5 pm, race 6, race 7. Entry \$8, non-memb. \$10. Pro \$15, watch \$4, under 12 \$2. Info 714/552-5511.

Friday

CALIFORNIA

R.A.C.E. MOTOCROSS
Corona Raceway, Corona, CA. Hwy 91 east to Buchanan exit. Mini-Open, 100% Ex p.b. Info 714/689-1913, 735-1705.

AMA CLASS A SPEEDWAY
Orange County Fairgrounds, Costa Mesa, CA. Fwy 55 to Fair exit, right to fairgrounds. Gate 6:30, race 8. Tickets \$6, 6-12 \$2. Free parking. Info 714 492-9933.

TEXAS

RIO BRAVO MOTOCROSS
Rio Bravo MX Park, Houston, TX. 5 mi. east on E. Mount Houston Rd. off Hwy 59 N. All classes. Troph. thru 6th to AM, 100% Ex p.b. Entry \$8. Swimming, showers, game room, grandstands. Info 713/458-0090.

ROSS DOWNS ST/TT
Colleyville, TX. From Dallas, take Hwy 114 past D/FW Airport to Hwy 26, left 3 mi. From Forth Worth, take Loop 820 to Hwy 26, E 5 mi. 60cc-750cc Amateurs, 250cc-750cc Pros. 100% p.b. Gate 5 p.m., race 6:30, race 8:30. Info 817/488-9133. (Bob Bagwell).

Saturday

CALIFORNIA

NIGHT DRAGS
Carlsbad Raceway, Carlsbad, CA. Motorcycles welcome. Info 714/727-1171.

SMX SADDLEBACK MX
Saddleback Park, Orange, CA. Fwy 55 to Chapman exit, east 7 mi. to Santiago Canyon Rd. right to county fire station, left on rd past fire station. Gate 7:30 a.m., race 8-8:30, race 9. Pros race 40 min., others 30 min. Entry \$12 Spts. \$15 Pro. Memb. req'd, avail. at track. 33.33% trophy. Info 714/495-4771.

OKLAHOMA

OKLAHOMA NIGHT MOTOCROSS
Motorcycle Raceway, Oklahoma City, OK. Btwn I-40 & I-240 on S. Douglas off S. 59th All classes, 10 trophy/class. Race 5 p.m., race 6:30. Info 405/348-4412 (Tommy Newman).

TEXAS

TEXAS MIKE KIDD ST/TT
Mike Kidd Ranch, Boyd, TX. From Ft. Worth take Hwy 199 N to FM 730 N, then to FM 2048 W & follow signs. All classes. Astrodome replica track. Gate 10 a.m., race 11:30, race 1 p.m. Info 817/433-5559 (Mike).

WASHINGTON

HANNEGAN NIGHT FLAT TRACK
Hannegan Speedway, Bellingham, WA. Exit 255 off I-5, 1 mi. east, left on Hannegan Rd., 1/4 mi. north on right. Mini-Open, Am & Semi Pro. Gate 5 p.m., race 7, race 8. Entry \$6/class. Free parking. Mt. Baker M.C. Info 206/733-7346 (George Leonard).

Sunday

OKLAHOMA

BIG "L" MOTOCROSS
Big "L" MX Track, Lindsey, OK. Hwy 52 S of OKC to Blanchard, Hwy 76 S to 4-way stop, 3 1/2 mi. south of Hwy 39 on 76, west 1 mi., south 1 mi., west 100 yds. Pee Wee-Over 30, trophy, 100% Ex p.b. Gate 11 a.m., race 11-11:30, sign up closes 12:30, race 1. Entry \$7, Ex \$10, rider gate \$3, watch \$3, 6-12 \$1. Info 405/360-3391 (after 5 p.m.).

AMA D-36 Redding Motocross
Marysville MX, Redding, CA. Hwy 44E to Airport Rd., S to Rancho Rd., left and follow signs. All classes. AMA adv. pts., trophies, 100% Pro pb. Free o/n parking. Gates 6:30 am, race 7:30, race 9. Entry \$15, \$20 Pro, watch \$4. Moto One, Inc. Info 916/223-5600 (Brent Davis).

April 20

CALIFORNIA UEA EDURO DRAWING
Drawing for UEA's 'Not So Tuff-E-Nuff' Enduro. Old fashioned fun enduro. Drawing 8 pm at Straw Hat Pizza,

10729 South St., Carritos, CA. A's, B's and C's drawn separately. Info 213/425-3086 (510pm).

April 22-24

CALIFORNIA CUSTOM CAR, CYCLE, HOT—ROD SHOW.
County Fairgrounds, Victorville, CA. Two giant bldgs. with displays and attractions. Fri 6-11 pm, Sat 1-11 pm, Sun 10 am-8 pm. R.G. Canning Productions. Info 213/588-1934 or 587-5100

April 23

CALIFORNIA SHORT TRACK
Monterey Fairgrounds, Monterey, CA. M/Cs and Minis, Nov. Jr. Ex. Also 3-whlrs, micro midgits. Track 1/8th mi. Gate 5 pm, race 6:30, race 7:30. Entry \$10, \$15 Ex. Monterey Bay Rams. Info 408/394-8225 (Bob Rosa).

AMA D-36 PRO SHORT TRACK
Hillsferry Spdwy., Newman, CA. Gate 4 pm, race 6, race 8. Entry \$10, \$10 pit pass, \$8 watch. AMA-sanctioned. Info 408/463-0548, 209/578-3108.

AMA WASHINGTON MX
Seattle International Rwy., Kent, WA. I-5 exit 142A, E on Hwy 18. Pro regional championship, \$1,500 purse. Gate 7:30 am, race 9, race 10. Entry \$25 at gate. Info 206/631-1550 (Lynn Howland).

April 23-24

CALIFORNIA CLASSIC & ANTIQUE M/C RALLY
Hanford, CA., at courthouse square. Classic and Antique m/c rally, show & swap meet. Take Hwy 99 to Hwy 198, go W 11 mi. to Hanford, corner of Dooty & 9th. Concourses judging. Classic, Antique, Mod. Class., dirt comp. Rd. Comp. classes. Registration 23rd 8a.m.-10, judging 10-1. Sunday ride 24th 10 a.m.-3p.m., swap meet both days 8a.m.-4p.m. \$20 entry for judging or swap meet. Spectate free. Info 408/659-4958 (Frank), 213/868-2-032 (Kerry).

CALIFORNIA AFM WILLOW RR
Willow Springs Rwy., Willow Springs, CA. Hwy 14 N to Rosamond Exit, then left 5 mi. to track. Open practice & rider school on 23rd 9a.m. - 4:30p.m. \$40 all day. Road race on the 24th. Stk Prod, Mod Prod, Sprstr, Singles, Twins, GP & Sidecars classes. Troph. to top 3 plus first Nov. ea. class. Gate 7:30a.m., race 9, race 12:30. \$25 first entry, \$10 ea. add. entry. Watch \$5, und. 12, park, pit pass, program free. American Federation of Motorcyclists. Info 213 916-2583 (Harry).

April 24

OREGON AMA MX
Mt. View Rwy., Sandy, OR. 4 mi. SE of Sandy. Hwy 211 to Bornstedt Rd., left to Rude Rd., right to track. All classes. 30% trophies, 100% Pro pb. Gate 6:30 am, race 8, race 9. Entry \$10, \$15 Pro. Info 503/668-9409 (Ron Long).

AMA D-36 MARATHON
Santa Cruz County Fairgrounds, Watsonville, CA. Hecker Pass Rd. and Hwy 152. 125 and 250-Open. Nov. Am/Ex combined. AMA and any D-36 card reqd. Nov sign-up 8:30 am, race 10. Am/Ex sign-up 10, race 12:30. Entry (1 or 2 riders) \$15 plus \$3 gate. Santa Cruz Ridge Runners. Info 408/475-3619.

NEVADA AMA GRAND PRIZ
Winnemucca, NV. Winnemucca Mt., follow lime and signs to pits. 5 mi. N of Winnemucca on Hwy 95. All classes. Silver belt buckle for 1st oval, fin. pins, hats, t-shirts, contingencies. Start 10 am. Entry \$25. Flying W's M.C. Info 702/623-3588, 702/623-3577.

PHOENIX MOTORCYCLE DRAGS
Phoenix Rwy., 10 mi. N of Sun City, AZ on Grand Ave. 19421 W. Jomax Rd. 3 ET brackets. \$150 win, \$75 2nd, \$25 3rd and 4th. Begg \$75, \$35, \$20, trophies 1st, 2nd. Bonuses for highest placing brands, low ET, high mph. Gate 9 am, time trials until 1, race 2. Entry \$15, Beg \$10. Arizona Dragbike Assn. Info 602/978-6628 (Bill Spencer).

ARIZONA ROAD RACE
Phoenix International Rwy., Phoenix, AZ. 115th Ave. and Baseline Rd. Box Stock, Superstreet 450, 600, 800, Open. Trophs. 1st to 3rd, contingencies. Will accept AFM, SNRR, MRA, WERRA cards in lieu of new rider's school. Gate 7 am, new riders 7:30, race 9, race noon. Entry \$30, add. classes \$15, new riders \$15, membshp. \$10. Phoenix Road Racing Organization. Info 602/973-2185, 247-5542 (Kevin Elliott).

Coming Attractions

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Race Log

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1

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Apr. 24 — MOTOCROSS
Saddleback Park

Apr. 24 — MOTOCROSS
Edwards A.F.B.
Dunestown Series Kick-off
\$1000 Pro Purse & Sportsman Awards

May 1 — MOTOCROSS
Indian Dunes — Dunestown Series
\$1000 Pro Purse & Sportsman Awards

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RACE	Schedule
Thurs. Apr. 21	Motocross O.C.I.R
Fri. Apr. 22	Motocross Corona
Sun. Apr. 24	FT, 1/2Mi, 1/4Mi Corona
Thurs. Apr. 28	Motocross O.C.I.R
Fri. Apr. 29	Motocross Corona

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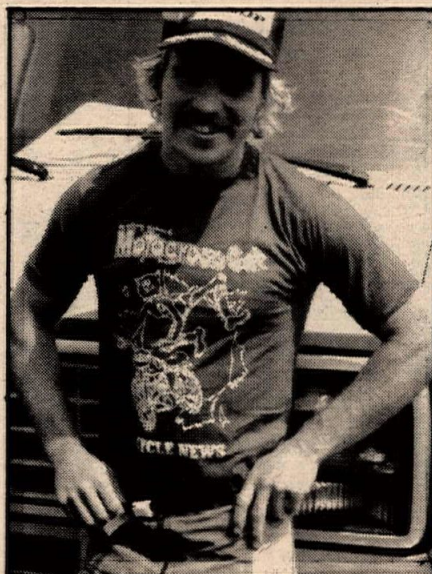
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AMA D-36 SHORT TRACK
Hillsferry Spdw., Newman, CA. All classes, plus Odds, 3-whlrs. Gate 9 am, prac 10, race noon, ATV/Ody race 3. Open prac for Pros at 7 pm. All districts invited. Info 408/463-0548, 209/578-3108.

CMC CALIFORNIA MX
Carlsbad Raceway, Carlsbad, CA. I-5 S to Palomar Airport Rd, east 3 mi. to raceway. All classes. 30% trophs. Gate 7 a.m., sign up 7, prac. 8, race 9. Entry \$10 Sptsmn, \$15 Pro (\$10 to p.b.). Info 714/557-3323.

AMA WASHINGTON MX
Seattle International Rcw., Kent, WA. I-5 exit 142A, E on Hwy 18. All classes. 100% pb. Gate 7:30 am, prac 9, race 10. Entry \$5, \$10 Pro, gate \$4. Info 206/631-1550 (Lynn Howland).

ARIZONA STATE CHAMPIONSHIP MX SERIES
Canyon Rcw., Phoenix, AZ. Care-free Hwy 8 1/2 mi. W of I-17. All classes incl. Stk. and Mod. 33% trophs. thru 5 places. Gate 7 a.m., prac. 8:30, race 9. Gate fees \$4, \$2 child, \$5 bike fee (deducted at sign-up). Series trophs. to 3rd, awards at banq. Info 602/583-0575, 934-5027.

TEXAS DEVIL'S BOWL HM
Devil's Bowl Spdw., Dallas, TX. E Dallas off I-20 at Lawson Rd. exit. All classes. Gate 10 a.m., prac. noon, 2. Large cash troph. dash. Am. racing intern. Info 817/488-9133 (Bob Bagwell).

AMA D-36 LITTLE POLECAT ENDURO
Twain Harte, CA (near Sonora). All classes. Trophs. to 1st ovall, 1st B.C. AMA rules, D-36 card reqd., license pils. or green stickies reqd. Entry \$15, \$18 post, 3-man team \$6 (name change \$2). Merced Dirt Riders. Info 209/524-6589, 521-0799, 383-0319.

AMA D-36 MAMMOTH BAR MX
Mammoth Bar (Auburn), CA. Hwy 80E towards Auburn, exit at Forest Hill Auburn Ravine Rd., follow Forest Hill signs for 3 mi., rt on Old Auburn Forest Hill Rd., go 1 1/2 mi., track on left. All classes, trophs. to winners, 100% Pro pb., gift certs. to Nov winners. Gate 6:30 am, prac. 7:30, race 9. Entry \$15 Sptsmn, \$20 Pro, \$5 spec. DeMello MX Prom. Info 916/722-0355 (Vasco De Mello).

AMA D-36 KING OF HILL MX FINAL
Argyll Cycle Park, Dixon, CA. Hwy 113, 11 mi. S of Dixon. Championship final for series. All D-36 classes. More than \$15,000 in series cash and prizes. No pit riding, dogs, or bicycles. Gate 6:30, prac 7:30, race 9. Entry \$20 Sptsmn, \$30 Pro (100% pb) Info 209/529-0923 (Fred), 916/678-3592 (Buel).

UTAH WIDOWMAKER HILLCLIMB
Salt Lake City, UT. America's richest hillclimb, \$1,000 to first over, \$1,000 to winner-take-all exhibition. Bees M.C. Info 801/561-1453 (Jack Carlton).

AMA D-38 HARE & HOUND
Plaster City West, CA. Follow arrows from I-8 and Ocotillo. All classes. 3rd annual Lost Coyote H&H. No memb. reqd., but riders w/out D-38 card must have proof of age or release from parents. No pre-run. Fin. pins. Sign-up 4-8 pm Sat, 7-8:30 am Sun. Race 9 am. Entry \$12. Tankslappers M.C. Info 619/423-7241 or 277-5800.

AMA D-37 HARE & HOUND
Soggy Dry Lake, CA. Lined from Y-Cafe in Lucerne Valley. All classes, but no ATV class. 2.45-mi. loops, Begs do 1 loop. 9 am start. Entry \$14, Huntington Beach M.C. Info 714/637-4468, 213/425-2533 (Ron Paproski).

NEBRASKA MOTOCROSS
Wellfleet, NB. I-80 and North Platte Hwy 83S 25 mi., W 2 mi., NW 1 1/4 mi. All classes, plus Enduro and 3-whl. 33% Sptsmn trophs., 150% Pro pb. Coors Midwest Series pts. No memb. reqd. Gate 9:30, prac. 10:30, race noon. Entry Sptsmn \$9, Ex \$11, spec. \$3. Info 308/534-5176 (Brian Summers).

WYOMING BRA MX
Gillette Rcw., Gillette, WY. All classes, incl. Vets, Enduro, Old Iron, ATV. 30% trophs., Pro pb. and pts. fund. Prac. 10 am, race 11. Entry \$10, \$15 Pro. BRA memb. reqd. Borderline Racing Assn. Info 605/348-8361 (Dale Friend).

S.P.E.E.D. CALIFORNIA EUROPEAN ROUGH SCRAMBLES
Perris Raceway, Perris, CA. Frwy 15 to Hwy 74 E, 8 mi. to Ellis, left to track. All classes. Over \$10,000 in contingency prizes, 80% Ex p.b. Gate 7 a.m., sign up 7:30, prac. 8:30, race 9. Entry \$12 Sptsmn, \$15 250cc & Open Pro; memb. req'd (\$10). Info 714/658-8355.

AMA D-37 ST. TT. SPEEDWAY
Indian Dunes Rcw., Valencia, CA. I-5 to Hwy 126. All classes. 30% trophs., 80% Pro pb. New track, speedway not AMA sanctioned, any traction on TT. Gate 7 am, prac. 8:30, race 9. Gate fee riders and bikes \$7, minis \$6, watch \$4, 6-14 \$3. Entry District \$10, non \$12, Pro \$15. Lightweights M.C. Info 714/771-3809.

CRC DUNESTOWN SERIES MX
Edwards AFB, Rosamond, CA. All classes. Contingencies for Sptsmn, Pros, \$1000 Pro purse. First race of Dunestown Series. Sign-up 7 am, prac. 8, race 9:30. Entry \$12, \$20 Pro, \$15, \$25 post. Info 213/830-7519

ARIZONA FIREBIRD DESERT RACE
Firebird Lake, AZ. I-10 and Maricopa Rd., 10 mi. S of Phoenix. All classes, plus 3-whl. Team. Trophs., gift certs., \$500 1st ovall., \$500 1st ovall. Ex Honda, special 3-whl challenge. Replaces cancelled Sells GP (4/17). Arizona Desert Racing Assn. Info 602/252-1900.

TEXAS CROSS COUNTY
Thurber, TX. From Fort Worth, take I-20 W to Thurber, exit 367, follow red robbons W for 2 1/4 mi. All classes. Trophs. 1st-5th place, \$300 Pro purse. Rider's mtg. 9:30 am, first race 10. Entry \$10, \$14 Pro. Kendrick Race-Motions. Info 214/264-4494 (Harold Kendrick).

AMA D-36 SANTA CLARA MX
Santa Clara, CA. Hwy 237, near Marriott's Great America. All classes plus Begs, Dinosaurs, Womens. Trophs., 100% Pro pb., blue plt. pts. Gate 6 am, prac. 7:30, race 9. Entry \$15, Pros \$20, watch \$4, 6-12 \$1. Info 415 886-5413 (Ken).

AMA IDAHO TT
Boise, ID. Owyhee Motorcycle Club-grounds, \$4000 TT. Owyhee M.C. Info 208/343-3256.

WASHINGTON MOTOCROSS
Southfork Foothills MX Park, 17 mi. W of Yakima, WA on Lower Ahtanum Rd. All classes. 30% trophs., 100% Pro pb. Free o/n parking. Gate 8 am, prac. 9, race 10:30. Entry \$10, \$20 Pro. Trailhead Prom. Info 509/248-9113, 248-1472 (Pat McCafferty).

AMA D-37 SKY RANCH MX
Sky Ranch Park, CA. 11 mi. N of I-80, off exit 18 on Pyramid Lake Hwy. All classes. 30% trophs., 100% Pro pb. Sign-up 7 am, prac. 8, race 9. Entry \$15, Pro \$20, watch \$3. Dirt Racing Prom. Info 702/747-6536 (Chris Bender).

CRC CALIFORNIA MX
Saddleback Park, Orange, CA. Frwy 55 to Chapman Rd. exit, E 7 mi. to Santiago Canyon Rd., rt. to fire station, left on road past fire station. All classes. 30% trophs. to Sptsmn, cash pb. Pros. 2 motos. Gate 7 am, prac. 8, race 9:30. Entry \$12 Sptsmn, \$15 Pro. CRC memb. reqd. California Racing Club. Info 213/830-7519

TEXAS MOTOCROSS SERIES
Swan Rcw., Tyler, TX. I-20 to exit 69S, go 2 mi., turn rt go 2 mi., turn left to track. All classes. Trophs. 1-8, plaques 1-10 ovall., contingencies, Ex pb. Last race of series. Split program: Prac. 7 am, race 8:45; Int/Ex prac. 1:30 pm. Entry \$15, \$20 post, Ex \$30, \$35 post, Over 30 \$15. Info 214/882-4215 (Bill Law).

CMC NAS LEMORRE MX
Nas Lemorre, CA. I-5 N or S to Hwy 198, E 15 mi., Hwy 99 N or S to Hwy 198, W 25 mi. All classes. 30% trophs., 120% Pro pb. New track layout with sand. Free o/n camping. Gate 6 am, prac. 7:30, race 8:30. Entry \$10, \$20 Pro. Info 209/582-9436 (Denny Dehoser).

CALIFORNIA REDDING MX
Redding, CA. Hwy 44 to Airport Rd., S to Rancho Rd., follow signs. All classes, incl. 3-whlrs. Trophs., 100% Pro pb. Blood Drive and Teen Center benefit. Gate 6:30 am, prac. 7:30, race 9. Entry \$10, watch \$2, child \$1. Moto One Inc. Info 916/223-5600 (Brent Davis).

NEBRASKA MOTOCROSS
North Platte, NE. Hwy 83S 25 mi., W 2 mi., NW 1 1/4 mi. All classes. 33% trophs., 150% Ex pb. No memb. reqd. Coors Midwest Series pts. Gate 9:30 am, prac. 10:30, race noon. Entry \$9, \$11 Ex, gate \$3. Info 308/534-5176 (Brian Summers).

TEXAS TWIN CITIES MX
Between Sherman and Denison, TX. Behind Jack Barnett Honda. All classes. Part of 12-race series. Gate 8 am, prac. 9, race noon. Entry \$7, \$3 admission. Info 714/463-1614 (Bill Jennings).

WASHINGTON ROAD RACE
Seattle Int'l Rcw., Kent, WA. I-5 exit 142A, E on Hwy 18. All classes. First race of '83 season. Gate 7 am, prac. 9, race 11. Entry \$35 money classes, \$30 troph. classes, \$25 add. class. NESRA. Info 206/282-8516.

April 30

WASHINGTON MOTOCROSS
Southfork Foothills MX Park, 17 mi. W of Yakima, WA on Lower Ahtanum Rd. All classes. 30% trophs., 100% Pro pb. Free o/n parking. Gate 8 am, prac. 9, race 10:30. Entry \$10, \$20, Pro. Trailhead Prom. Info 509/248-9113, 248-1472 (Pat McCafferty).

AMA SAN JOSE ST NATIONAL
Santa Clara County Fairgrounds, San Jose, CA. Race starts at 8 pm.

Tickets \$8-\$14, avail from Barkhimer Associates, PO Box 66588, Scotts Valley, CA 95066. Also at selected Kawasaki dealers and at track on race day. Info 408/438-3211.

April 30-May 1

AMA D-37/38 GRAND PRIX
Carlsbad Rcw., Carlsbad, CA. Sat. Odds, Sidecars, ATVs, Vets, Minis, Unclass., first race 8 am. Sun 8th, Old Timers, Classified, Pros, first race 8 am. 80% pb. Entry \$20, \$24 non-AMA, \$30 post. Pros \$40, \$50 post. Spec \$6. Post mark determines start. Anaheim Hi-Siders GP. 11382 Earlam, Orange, CA. 92669. Info 714/997-8615, 597-6389.

CALIFORNIA TWO-DAY SCOTTISH TRIALS
Corral Canyon, CA. I-8 to Buckman Springs Rd., exit S, follow arrows 10 mi. to pits. All classes. 20% trophs. pts. Fin. awards. Helmets, spk. arrestors, no pils. reqd. Sign-up 9 am, start 10. Entry \$20, non-memb. \$22, under 17 \$10, post add \$5. Info 619/449-4980 (nights), 232-7886 (Steve Hill).

CALIFORNIA OLD TIMERS MX
Sand Hill Ranch, Brentwood, CA. Corner of Camino Diablo and Vasco Rds. Sat and Sun, 3 motos/day. Sierra Old Timers. Join local club or call 415/531-7526. Entry \$30 OT, \$20 Support. Info 916/332-1052 (Don Montgomery).

May 1

AMA D-37 UEA ENDURO
Anderson Dry Lake, Lucerne, CA. All classes. Unique fin. awards, decals. The 'Not So Tuff-E-Nuff Enduro,' old fashioned, fun enduro. 2 loops, 40 mi each, designed for all skill levels. Drawing 4/20. Entry A's, B's, Women A's \$16, C's and Women B's \$12, post \$4. United Enduro Assn. Info 213 425-3086 (5-10 pm.).

TEXAS MOSIER MX
Mosier Valley MX Park, Ft. Worth, TX. All classes. \$804 guaranteed Ex. purse. No pit riding or late prac. Prac. 8 a.m., race 9; Int & Ex prac. 1:30 p.m. Entry \$11 Sptsmn, \$16 Ex. Gate \$5. Info 214/357-4196.

TEXAS AUSTIN MX
Austin Motorsports Raceway, Austin, TX. U.S. 183 S to Smith Rd (south of Motorola plant), Howard Rd 1 1/2 & watch for signs. All classes. 50% troph. through 5th, 200% Ex p.b. Concessions, free camping & fishing. Split schedule: Nov sign up 7 a.m., prac. 8, race 9; Int/Ex sign up noon, race 1:30. Gate \$5 adult, under-8 free. Entry \$10 Sptsmn, \$15 Ex. Info 512/443-7627, 327-5254 (Rocky).

ARIZONA DEER VALLEY MX
Deer Valley Cycle Park, Phoenix, AZ. 7th St. & Deer Valley Rd. All classes. 33% troph., 100% Pro p.b. No pit riding. Gate 8:30 a.m., prac. 8, race 9. Entry \$10 Sptsmn, \$15 Pro. Watch \$4 adult, \$2 under-12. Phoenix Super-cross Raceways, Inc. Info 602/867-4769 (John).

ARIZONA CANYON ST & TT
Canyon Raceway, 1 1/2 mi. west of 99th Ave & Carefree Hwy, Phoenix, AZ. All classes. 33% Sptsmn troph. to 5th, 100% Ex p.b. to 33% of class to 5th. Class C trac. req'd for Ex, recommended for all others. Gate 10 a.m., rider's meeting 11, race after prac. Gate fees: \$4 adult, \$2 child under-12, \$5/bike (deducted at sign up). Entry \$10 Sptsmn, \$14 Ex. Info 602/978-0661 (Russ), 583-0575 (Tom).

OKLAHOMA TULSA MX
Tulsa, OK. South of Tulsa International Raceway off Hwy 169 N & North 36th St. All classes. 33% troph., 150% Ex p.b. Gate 8 a.m., prac. 9:30, race 11. Entry \$8 Sptsmn, \$12 Ex, \$4 gate. Tulsa Area Motorsports, Inc. Info 918/266-6136 (Rick).

TEXAS MOSIER MX
Mosier Valley MX Park, Ft. Worth, TX. All classes. \$804 guaranteed Ex. purse. No pit riding or late prac. Prac. 8 a.m., race 9; Int & Ex prac. 1:30 p.m. Entry \$11 Sptsmn, \$16 Ex. Gate \$5. Info 214/357-4196.

TEXAS CONROE MX
Conroe MX Park, Conroe, TX. 3 mi. south of town to San Jacinto River. All classes. Troph. or gift cart. to 8th in Nov classes. Concessions, showers & bathrooms. Split schedule: prac. 8 a.m., race 10; Int/Ex race 1 p.m. Entry \$8 Sptsmn, \$15 Ex. Gate \$4. Info 712/756-4114 (Conroe Suz), 273-2336 (track).

CRC DUNESTOWN SERIES MX
Indian Dunes Cycle Park, Valencia, CA. I-5 to Hwy 126. All classes. Trophs., Pro pb. \$1000 purse, contingencies for Sptsmn, Pros. Part of Dunestown Series. Gate 7 am, prac. 8, race 9:30. Entry \$12, \$15 Pro, memb. reqd. Info 213/830-7519.

CMC CALIFORNIA MX

Saddleback Park, Orange, CA. Frwy 55 to Chapman exit, east 7 mi. to Santiago Canyon Rd, right to county fire station, left on rd past fire station. All classes. 30% troph. Gate 7:30 a.m., sign up & prac. 8-9, race 9:30. Entry \$10 Sptsmn, \$15 Pro. Info 714/557-3323.

CALIFORNIA DEANZA MX

DeAnza Cycle Park, Sunnymead, CA. 10 mi. east of Riverside on Hwy 60 to Theodore exit. All classes. 30% same day Sptsmn troph., 100% Pee Wee troph. Everybody goes 2 motos. Free camping. Park open 7 days. Gate 6 a.m., prac. 8:30, race 9:30. Entry \$6 gate + \$9 Sptsmn, \$13 Pro; non-memb. add \$2. Info 714/653-8068, 5840, 7979.

TEXAS AUSTIN MX

Austin Motorsports Raceway, Austin, TX. U.S. 183 S to Smith Rd (south of Motorola plant), Howard Rd 1 1/2 & watch for signs. All classes. 50% troph. through 5th, 200% Ex. p.b. Concessions, free camping & fishing. Split schedule: Nov sign up 7 a.m., prac. 8, race 9; Int/Ex sign up noon, race 1:30. Gate \$5 adult, under-8 free. Entry \$10 Sptsmn, \$15 Ex. Info 512/443-7627, 327-5254 (Rocky).

ARIZONA DEER VALLEY MX

Deer Valley Cycle Park, Phoenix, AZ. 7th St. & Deer Valley Rd. All classes. 33% troph., 100% Pro p.b. No pit riding. Gate 6:30 a.m., prac. 8, race 9. Entry \$10 Sptsmn, \$15 Pro. Watch \$4 adult, \$2 under-12. Phoenix Super-cross Raceways, Inc. Info 602/867-4769 (John).

ARIZONA CANYON ST & TT

Canyon Raceway, 1 1/2 mi. west of 99th Ave & Carefree Hwy, Phoenix, AZ. All classes. 33% Sptsmn troph. to 5th, 100% Ex p.b. to 33% of class to 5th. Class C trac. req'd for Ex, recommended for all others. Gate 10 a.m., rider's meeting 11, race after prac. Gate fees: \$4 adult, \$2 child under-12, \$5/bike (deducted at sign up). Entry \$10 Sptsmn, \$14 Ex. Info 602/978-0661 (Russ), 583-0575 (Tom).

CMC CALIFORNIA MINI MX

Barona Oaks Raceway, Ramona, CA. Hwy 67 to Lakeside, east on Mapleview, north on Ashwood, up Wildcat Canyon Rd 11 miles. New Beg. class. O/N camping & concessions. Sign up closes 7:30 sharp. Entry \$10, yearly memb. \$15. Info 714/561-7344 (Gary), 447-9348 (Dennis).

ERA OREGON MX

Franklin, OR. Hwy 36 or Florence cutoff through Cheshire to Territorial Rd, turn left, track next to grade school. All classes. 5 rider min./class. 33.33% Sptsmn troph., 100% Pro p.b. Protective clothing, 3 no. plates, helmet no. & muffler req'd. Sign in 9 a.m., prac. 10, race 11. Pro-Am memb. \$10. Entry \$6 Sptsmn, \$10 Pro, add \$1 if you forget Pro-Am card, add \$2 for non-memb. Watch \$3 adult, \$2 6-17 (with student body card), under-6 free. Emerald Racing Association. Info 503/688-1274.

ARIZONA MOTOCROSS

Mayer, AZ. 2 mi. W of Mayer on Hwy 69, take Prescott exit off I-17N. All classes. Trophs. to 5th place, 100% Ex pb. Grand prize drawing for motorcycle. O/n camping. Gate 7 am, prac 8:30. Entry \$10, \$14 Ex, watch \$4, child \$2. Thunder Valley Rcw. Info 602/778-2501 (Bob Riggie).

CALIFORNIA SRA GOODTIME GP

Parris Rcw, Parris, CA. Frwy 15 to Hwy 74 E 8 mi. to Ellis, left to track. All classes plus ATV, Odys. 20% trophs., fin. pins. 201-Open, ATV/Ody prac. in am, race in am, 0-200, Sr/Vets prac. in pm, race in pm. SRA license reqd. Info 714/828-1358.

AMA SAN JOSE MILE NATIONAL

Santa Clara County Fairgrounds, San Jose, CA. 23rd running of the San Jose Mile. Race 2 pm. Tickets \$9-\$17, avail. from Barkhimer Associates, PO Box 66588, Scotts Valley, CA 95066. Also at selected Kawasaki dealers and at track on race day. Info 408/438-3211.

AMA D-36 MARYSVILLE MX

Marysville, CA. 40 mi. N of Sacramento. Hwy 70 to N Beale Rd., over levee on Shad Rd., E Street track, under the Hwy 70 bridge. All classes. Gate 6:30 am, prac. 7:30, race 9. Entry \$15, \$20 Pro, watch \$4, 6-12 \$1. Free o/n parking, parts avail. in pits. Info 916/695-2727 (Charlie Sexton).

May 7-8

NEVADA GRAND PRIX

Virginia City, NV. All classes, plus cash classes on Sun (250 and under, Open). Sptsmn: Silver award overall each day, trophs. fin. pins, jackets for overall and class win. Cash class: Limited to 100 Exs, \$5,000 purse, \$1,500 overall win, \$1,000 class win, 70% pb., fin. pins, contingencies. Spark arrest. reqd. Race Sat 11 am, Sun 10. Entry Sptsmn \$35, Cash class \$70. Info 702/322-8083 (Terry Gough).

May 8

SOUTH DAKOTA BRA MX

Rice Rcw, Rapid City, SD. Hwy 79. All classes. 30% trophs., Pro pb., pts. fund. Prac. 10 am, race 11. Entry \$10, \$15 Pro, BRA memb. reqd. Borderline Racing Assn. Info 605/348-8361 (Dale Friend).

OKLAHOMA CROSS COUNTRY

Mooreland, OK. 7.3 mi. N of Mooreland on Hwy 50, track on left. 50-mile cross country. Memb. not reqd. Mini race 11 am, race noon. Gate \$4, entry \$8 (memb. \$5, non-memb. \$1) OCCRA. Info 405/994-2533 (Rita Mad-dox).

AMA D-28 CLARKS BRANCH MX

Roseburg, OR. I-5 to Clarks Branch to Round Prairie Rd exit, go east about 3 mi. All classes. 200% Pro p.b. Helmet #, 3 # plates, mufflers & protective clothing req'd. Gate 8 a.m., prac. 8:30, race 10. Watch \$3 adult, \$2 age 6-18, under-6 free. Entry: gate fee + \$7 Sptsmn, \$10 Pro. Clarks Branch Cycle Club. Info 503/673-1671, 673-3205, 672-4179.

TEXAS SAN ANTONIO MX

Motosport Park, San Antonio, TX. All classes incl. Over 30 A, B, Silencers reqd. Rider's meeting 8:45 a.m., race 10 a.m. Entry \$10, \$15 Seniors, 150% pb. Info 512/649-2196 (M.E. Shaner).

CRC CALIFORNIA MX

Saddleback Park, Orange, CA. Frwy 55 to Chapman exit, east 7 mi. to Santiago Canyon Rd, right to county fire station, left on rd past fire station. All classes. 30% brass to Sptsmn, cash p.b. to Pros. 2 motos. Gate 7 a.m., prac. 8, race 9:30. Entry \$12 Sptsmn, \$15 Pro; CRC memb. req'd. California Racing Club. Info 213/830-7519.

OKLAHOMA MX

Motorcycle Raceways, Inc., Oklahoma City, OK. Between I-40 & I-240, exit S. Douglas to S.E. 59th & turn east. All classes. Gate 9 a.m., prac. 10:30, race 11:30 or noon. Info 405/681-9492 (Tommy).

CMC CALIFORNIA MX

Carlsbad Raceway, Carlsbad, CA. I-5 S to Palomar Airport Rd, east 3 mi. to raceway. All classes. 30% troph. Gate 7 a.m., sign up 7, prac. 8, race 9. Entry \$10 Sptsmn, \$15 Pro (\$10 to p.b.). Info 714/557-3323.

OKLAHOMA JUNIPER MX

Juniper MX, McAlester, OK. Tulsa Turnpike (75) north on 69 (not Bus. 69), east at Exit 113. All classes. Troph. through 6th, 150% Ex p.b. Sign in 8 a.m., prac. 9-10, race 10:30. Entry \$8 Sptsmn, \$15 Ex, \$4 gate. Info 918/426-4533 (McAlester Kawasaki).

AMA D-37 SUNRISE MX

Sunrise Valley Cycle Park, Adelanto, CA. 2 mi. north of town on Hwy 395. All classes. 50% Mini/Vet troph., 50% cash p.b. to Vet/Ex. District 37 points. Free O/N parking. Gate 7:30 a.m., race 9:30. Info 714/245-7339.

CALIFORNIA DEANZA MX

DeAnza Cycle Park, Sunnymead, CA. 10 mi. east of Riverside on Hwy 60 to Theodore exit. All classes. 30% same day Sptsmn troph., 100% Pee Wee troph. Everybody goes 2 motos. Free camping. Park open 7 days. Gate 6 a.m., prac. 8:30, race 9:30. Entry \$6 gate + \$9 Sptsmn, \$13 Pro; non-memb. add \$2. Info 714/653-8068, 5840, 7979.

ARIZONA CANYON MX

Canyon Raceway, 1 1/2 mi. west of 99th Ave & Carefree Hwy, Phoenix, AZ. All classes. 33% Sptsmn troph., 100% Ex p.b. Info 602/934-5027 (Bob), 583-0575 (Tom).

AME CALIFORNIA MX

Indian Dunes Cycle Park, I-5 to Hwy 126, Valencia, CA. All classes. Pro p.b. & 30% Sptsmn troph. Gate 7 a.m., prac. 8, race 9. Entry \$12 Sptsmn, \$17 Pro (\$15 to p.b.); AME memb. req'd, avail at track (\$20). American Moto-cross Enterprises, Inc., P.O. Box 1421, Reseda, CA. 91335. Info 213/881-5778.

TEXAS SWAN MX

Tyler, TX. Exit 69 S from I-20, 2 mi. to CR 471, right 2 mi. & turn left. All classes. Troph. to 5th, \$1005 Ex. purse (15 rider min./class), 100% Pro p.b. if less than 15. Concessions. Camping & elec. hookups. Gate 5 a.m., Split program: Nov prac. 8, race 9:30; Int & Ex prac. approx. 1:00 p.m., race 1:30. Entry \$5 gate (under-6 and over-6 free), \$10 Sptsmn, \$20 Ex. Info 214/882-4215 (Bill).

CRC DUNESTOWN SERIES MX

Saddleback Park, Orange, CA. Frwy 55 to Chapman exit, E 7 mi. to Santiago Canyon Rd., rt to track. All classes. Trophs., Pro pb., \$1000 purse, contingencies for Sptsmn, Pros. Part of Dunestown Series. Gate 7 am, prac. 8, race 9:30. Entry \$12, \$15 Pro, memb. reqd. Info 213/830-7519

AMA D-37 VIRGIN RUN H&H

Johnson Valley, CA. Means Dry Lake, limed from Y-Cafe in Lucerne Valley, left on Boone Rd. at sign. All

classes. 15% trophs., fin. pins. 2 40-mi. loops, Beg. Nov. Wmn, ATV do 1 loop. X-rated 2nd loop. Master Links M.C. Info 714/995-1235, 632-8438.

May 14

CALIFORNIA EUROPEAN SWAP MEET

American River College, Sacramento, CA. I-80 to Madison exit, E to College Oak to campus parking lot. Exclusively European swap meet and show. Private parties, commercial, parts, bikes, services, accessories. Open 10 am. Info 916/448-1620.

May 15

CRC DUNESTOWN CLASSIC GP

Indian Dunes Park, Valencia, CA. I-5 to Hwy 126. All classes. Trophs., Pro pb., \$1000 purse, contingencies for Sptsmn, Pros. Budweiser Dunestown Classic. Course will include Int'l, Shadow Glen tracks, sandwash, mountains. Gate 7 am, prac. 8, race 9:30. Entry \$12, \$15 Pro, memb. reqd. Info 213/830-7519.

CRC FAMILY ENDURO

Lucerne Valley, CA. All classes. 20% trophs., CRC pts. The Pucker Bush Enduro, emphasis on time keeping, 3 loops. 8 am start. Entry \$20, \$23 post, spec. Beg class 1 loop \$15, \$18 post. Info 714/689-6114 (days).

WYOMING BRA MX

Osage Rcw., Newcastle, WY. All classes, plus Enduro, Old Iron, ATV. 30% trophs., Pro pb. pts. fund. Prac. 10 am, race 11. Entry \$10, \$15 Pro, BRA memb. reqd. Borderline Racing Assn. Info 605/348-8361 (Dale Friend).

ERA OREGON MX

Franklin, OR. Hwy 36 or Florence cutoff through Cheshire to Territorial Rd, turn left, track next to grade school. All classes. 5 rider min./class. 33.33% Sptsmn troph., 100% Pro p.b. Protective clothing, 3 no. plates, helmet no. & muffler req'd. Sign in 9 a.m., prac. 10, race 11. Pro-Am memb. \$10. Entry \$6 Sptsmn, \$10 Pro, add \$1 if you forget Pro-Am card, add \$2 for non-memb. Watch \$3 adult, \$2 6-17 (with student body card), under-6 free. Emerald Racing Association. Info 503/688-1274.

ARIZONA MOTOCROSS

Mayer, AZ. 2 mi. W of Mayer on Hwy 69, take Prescott exit off I-17N. All classes. Trophs. to 5th place. 100% Ex pb. Grand prize drawing for motorcycle. O/n camping. Gate 7 am, prac 8:30. Entry \$10, \$14 Ex, watch \$4, child \$2. Thunder Valley Rcw. Info 602/778-2501 (Bob Riggie).

CMC SAND HILL MX

Brentwood, CA. Corner of Camino Diablo & Vasco Rds. All classes. Gate 6:30 am, sign-in 7, race 9. Entry \$15, \$20 Pro, watch \$5. Info 415/798-5695, 634-3328.

CALIFORNIA SANTA CRUZ MARATHON

Watsonville, CA. Santa Cruz County Fairgrounds, Hecker Pass Rd. and Hwy 152. All classes. Am/Ex combined. Trophs. AMA and any D-36 card reqd. Nov sign-up 8:30 am, race 10. Am/Ex sign-up 10, race 12:30 pm. Entry riders (1 or 2) \$15 plus \$3, watch \$3. Santa Cruz Ridge Runners. Info 408/475-3619 (John Moore).

CALIFORNIA SRA OLD WEST GP

Carlsbad Rcw, Carlsbad, CA. I-5 to Polomar Airport Rd, E 3 mi. to track. All classes plus ATV-Ody. 20% trophs., fin. pins. Entry \$12, \$15 post. 0-200, ATV-Ody prac in am, race in am. 201-Open, Sen/Vets prac in pm, race in pm. SRA license reqd. Info 714/828-1358.

OKLAHOMA TULSA MX

Tulsa, OK. South of Tulsa International Raceway off Hwy 169 N & North 36th St. All classes. 33% troph., 150% Ex p.b. Gate 8 a.m., prac. 9:30, race 11. Entry \$8 Sptsmn, \$12 Ex, \$4 gate. Tulsa Area Motorsports, Inc. Info 918/266-6136 (Rick).

TEXAS MOSIER MX

Mosier Valley MX Park, Ft. Worth, TX. All classes. \$804 guaranteed Ex purse. No pit riding or late prac. Prac. 8 a.m., race 9; Int & Ex prac. 1:30 p.m. Entry \$11 Sptsmn, \$16 Ex. Gate \$5. Info 214/357-4196.

TEXAS CONROE MX

Conroe MX Park, Conroe, TX. 3 mi. south of town to San Jacinto River. All classes. Troph. or gift cert. to 8th in Nov classes. Concessions, showers & bathrooms. Split schedule: prac. 8 a.m., race 10; Int/Ex race 1 p.m. Entry \$8 Sptsmn, \$15 Ex. Gate \$4. Info 712/756-4114 (Conroe Suz), 273-2336 (track).

CMC CALIFORNIA MX

Saddleback Park, Orange, CA. Frwy 55 to Chapman exit, east 7 mi. to Santiago Canyon Rd, right to county fire station, left on rd past fire station. All classes. 30% troph. Gate 7:30 a.m., sign up & prac. 8-9, race 9:30. Entry \$10 Sptsmn, \$15 Pro. Info

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CALIFORNIA DEANZA MX

DeAnza Cycle Park, Sunnymead, CA. 10 mi. east of Riverside on Hwy 60 to Theodore exit. All classes. 30% same day Sptsmn trophy. 100% Pee Wee trophy. Everybody goes 2 motos. Free camping. Park open 7 days. Gate 6 a.m., prac. 8:30, race 9:30. Entry \$6 gate + \$9 Sptsmn. \$13 Pro; non-memb. add \$2. Info 714/653-8068, 5840, 7979.

CRC CALIFORNIA MX

Indian Dunes Cycle Park, Valencia, CA. I-5 to Hwy 126. All classes. Brass for Sptsmn, cash for Pros. 2 long motos. Gate 7 a.m., prac. 8, race 9:30. Entry \$12 Sptsmn, \$15 Pro; memb. req'd. Info 213/830-7519.

CMC CALIFORNIA MX

Sunrise Valley Cycle Park, Adelanto, CA. 2 mi. north of town on Hwy 395. All classes. 50% Mini/Vet trophy. 50% cash p.b. to Vet Ex. Free O/N parking. Gate 7:30 a.m., race 9:30. Info 714/245-7339.

TEXAS ARROYO MX

Arroyo MX Park, Harlingen, TX. All classes + Enduro. Troph. to 3rd. 200% Ex p.b. Gate 8:30 a.m., prac. 10:30, race 11:30. Entry \$8 Sptsmn, \$12 Ex. Harlingen MX Association. Info 512/428-3895.

OKLAHOMA CITY MX

Oklahoma City, OK. Intersection of I-35 & I-40; east-bound I-40 exit eastern, west-bound I-40 exit Reno. All classes. 6 troph./class. 150% Ex p.b. Gate 8 a.m., prac. 10, race noon. Entry \$6 Sptsmn, \$10 Ex, \$4 gate. Info 405/732-0212 (Howard).

CMC SAND HILL MX

Sand Hill Ranch, Brentwood, CA. Corner of Camino Diablo and Vasco Rds. All classes. Gate 6:30 am, sign-in 7, race 9. Entry \$15, \$20 Pro, watch \$5. Info 415/798-5695, 634-3328

ROAD RUNS

April 23-24

YUMA PRISON RUN

Joe Henry Memorial Park, Yuma, AZ. Trophs. for sweepstakes, male, female solo, oldest, youngest rider, long distance, bingo, cycle games. Sign-in starts at park 4/22 at 5 pm. Entry \$12 mail-in, \$15 post. Norwalk Centaurs M.C. Info 213/695-8058 (Nick), 944-2180 (Bob).

April 30-May 1

LAS VEGAS BENEFIT RUN

Sign-in 6 p.m. 4/29. Falcons of Ventura. Info 805/487-4619, 487-4347, 609/834-7873.

PALMS TO PINES TOUR

2nd annual Palms to Pines tour. 400 mi. weekend tour of Santa Barbara County, CA. Sat dinner, Sun bkfst., maps, free camping, fin. pins. Leave Santa Barbara Sat 8 am. Santa Barbara Riders. Riders \$25, pass. \$20. Info 805/966-2025 (Phil), 684-2998 (Marty), 682-6024 (Judy).

May 1

CALIFORNIA DESERT PHANTOMS POKER RUN

Adelanto, CA. Hwy 395, 12 mi. N of I-15, sign-up at Lee's Donuts, corner of Air Base and Adelanto Rds. App. 175-mi. run, rider and pass. trophs., club troph., fin. pins. Sign-up 8-10 am, finish by 4 pm. Entry \$5.50. Desert Phantoms. Info 619/246-5589, 246-8940, 246-5517.

CALIFORNIA SNOOPERS POKER RUN

Start pt. at Burger Saloon, Hwy 50 and Cameron Park Dr., 30 mi. E of Sacramento. 18 trophs. Sign-in 9-11 am, cut-off 2 pm sharp. Entry \$4. Snoopers M.C. Info 916/338-3321 (John Cox).

May 7

RENNTOUR #1

Truth or Consequences, NM. Half-way between El Paso, TX and Albuquerque, NM on I-25. Ride through Gila National Forest to Silver City and back. Door prizes, emerg. tow if needed. Entry \$3, \$5 day of ride. Renn Rick's Cycle. Info 505/894-6719 (Barbara or Rich).

May 15

AMA D-37 SUNLAND RR MEET

Sunland, CA. Start behind Big Boy vacant parking lot. Start 9 am. Sunland Shamrocks M.C. Info 805/259-4732 (Marvin Van Sickle).

CALIFORNIA LAVERDA CLUB RUN

Meet at European Cycle Specialties, 10301 Garden Grove, 1/2 block E of Brookhurst, Garden Grove, CA. Open to all makes. 250-mile all-day back-road tour to Mt. Palomar. Test ride '83 Laverda. Meet 7:30 a.m., leave at 8. Info 714/530-2711 (Steve).

May 27-30

AMA D-37 U.S. JAMBOREE RR MEET

Norwalk, CA. Contests, poker runs, movies, seminars, parade, exhibits. Entry \$15, \$6 child. AMA, SMCA take \$1 off. Info 213/978-4468, 714/971-1615

June 5

RIDGE RIDERS POKER RUN

Colorado Springs, CO. 7th annual poker run. Fin. pins. Info 303/597-8246 (Doug Schmidt).

June 23-26

USA NATIONAL SIDECAR RALLY

Sugar Pine Point St. Park, Lake Tahoe, CA. Hwy 89 N from Hwy 50, or Hwy 89 S from I-80. Tours, field events, movies, awards dinner, rally pins. Entry \$30, \$25 pass., under 17 free. United Sidecar Assn. Info 916/663-2201.

CALENDAR LISTING

Calendar listings are a free service. Please type or legibly print all information asked for and mail the blank or a facsimile thereof to: Cycle News Calendar, PO Box 498, Long Beach, CA 90801. All listings must be received by noon Thursday to appear in the following week's Cycle News. No phone calls, please; we can only accept items in writing. You may include an event flyer in addition to the Calendar blank.

Event date: _____ Type: _____

Location/directions: _____

Sponsoring club/promoter/sanction: _____

Classes/trophies/purse: _____

Additional info: _____

Gate/practice/race times: _____

Entry fees: _____

Your name: _____ Phone number for info (with area code): _____

WANT ADS

Help Wanted

Technical Editor

National magazine needs off road motorcycle enthusiast to write technical articles, test bikes and assist with photo shoots. Degree in English or Journalism preferred with some previous writing experience in college or on a magazine required. Send resume with salary requirements to: TECHNICAL EDITOR, PERSONNEL DEPARTMENT, Box 1020, Los Angeles, CA 90028. (215/16)

Help Wanted

Can you shoot photos, put your thoughts and ideas on paper and ride a three-wheeler? Are you responsible, self motivated and willing to learn? Are you interested in breaking into the editorial field with the leading ATV Publication? We may have just the place for you! Send resume to DIRT WHEELS MAGAZINE, P.O. Box 9502, Mission Hills, CA 91345. (315/16)

Yamaha Parts Man

Experience necessary. BELLFLOWER YAMAHA (213) 925-5097. (209/TFN)

CYCLE MECHANIC

Experienced only. Suzuki — Kawasaki dealer. West Los Angeles, (213) 655-8766. (211/TFN)

Mechanic Wanted

Experienced mechanic needed in one of the largest KAWASAKI dealer ships. RINCON KAWASAKI has an opening for the right person, year round employment. Company benefits. Contact: Joe in San Bernardino (714) 884-6481. (114/16)

Professional Motorcycle Salesman

Motorcycle sales experience. Excellent pay and benefits include: Profit sharing, medical and dental. Call Bill McLean at KOLBE HONDA, 7514 Reseda Blvd., Reseda, CA 91335. (213) 345-7616. (206/TFN)

Wanted Aggressive Independent

FACTORY SALES REPS. Full or part time. To call on dealers in territory not covered by distributors. Nationally known and advertised brand lubricants and additive company. Write: Dept. CN-900, Box 301, Payne, OH 45880. (312/21)

TIRED OF THE CITY? MAKE A MOVE NOW!

Small Northern California town near lake and mountains. Experienced HONDA mechanic needed. (916) 533-1292. (314/15)

YAMAHA MECHANIC

San Luis Obispo, California journeyman with at least 2 years current YAMAHA experience. Prefer YAMAHA school training. Paid vacations, medical insurance, good working condition. Send hand written resume to: P.O. Box 1203, San Luis Obispo, CA 93406. (214/15/E)

Long Beach Honda Motorcycle is where it's happening

We need one salesperson that's got it all together. Must have motorcycle sales experience. All company benefits, super pay plan to the right person. Call Carl Diamond, (213) 423-1433. (215/17)

Sales Reps Wanted

Aggressive M/C distributing company wants hard working sales reps. You must now be selling to M/C shops and want to add to your line. (800) 854-1060 or (619) 747-1058. (205/TFN)

Honda Mechanic

Must be experienced. Have own tools, excellent company benefits including profit sharing, good pay and working conditions. Contact Service Department KOLBE CYCLE, 7514 Reseda Blvd., Reseda, CA 91355. (213) 345-7616. (215/TFN)

Needed Now!

Motorcycle Sales person, experienced only. Call (714) 734-1011. (215/16)

Experienced Suzuki Mechanic

With own tools, Call (213) 674-1431. (215)

★Professional Parts Director★

★We are looking for Mr. Right★

He must be honest! High aptitude for customer relations, have a heavy background as a successful parts manager, willing to work hard. Make us again one of the largest parts department in the Orange County area. We have a pay plan & company benefits for Mr. Right that is very professional. Send informal resume & phone number. You will be contacted in confidence for interview. P.O. Box 498, Dept. W, Long Beach, CA 90801. (215/16/E)

Service Writer

Long Beach Honda, has immediate opening for a self starting individual, with strong mechanical background and good customer relations skills. Steve Dyer, (213) 423-1433. (215)

Help Wanted

Seeking experience and competitive off road racer to team up for class 30 Score and more races. To split expenses or at least share entrance fee. (213) 514-2451. (213) 647-3443. (315)

Good Deal! 1982 RM-465 Suzuki

With Oneal leathers. One month old and Bell Moto III helmet size 7 1/2. \$1300 firm. 1982 Full Floater 125 trick shock without spring, \$100. Call for info. (714) 525-4837. (115)



1983 Husqvarna Gas Tanks

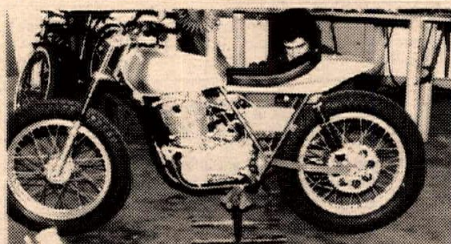
4 styles, 2.2, 3.3, 3.7, +3.8, fit all models with no modifications, 3.8 model shown. See your dealer or contact: CLARKE MFG. CO., 29032 S. Salo Rd., Mulino, Ore. 97042. (503) 829-2156. (115/E)

Help! Must sell pair of YZ805

81 YZ80 new top extra shock, great shape. \$450.00/offer. 82 YZ80 fast stage. 4 pipe carb. extras. \$550.00/offer. Both bikes top condition! (115)

Pro Performance Riding School

Beginner and novice also. Mini bike riders. This class is for you. Join a school that gives you personal attention, learn to ride safer and faster. Date is April 30, Indian Dunes, other class dates May 22, May 28-29, June 25-26. Other dates are coming. Call or write PRO PERFORMANCE, 431 E. First St., La Habra, CA 90631. (213) 694-8149. (115/17)



Yamaha TT 500 Flattracker

Rolling chassis, complete less engine. Ceriani, S & W, Barnes, Prof. built, all 4130 tubing, must see to appreciate. Grimeca brakes, \$1500. Also LAW-WILL XR-750 chassis, Humpback style with gas tank, \$600. Also XR-750 Quick Change wheels, CHEAP! Call Eddie (714) 633-0690. (115/E/16)

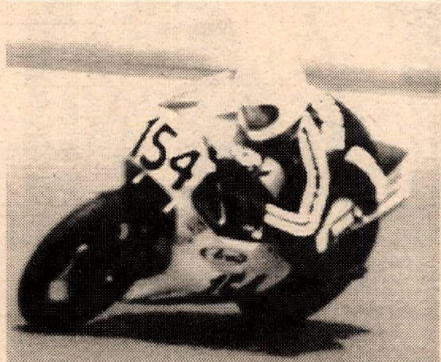
TZ-250 Mono Chassis

No engine, \$600.00. 1976 RD-400, excellent, \$750. 1965 YAMAHA Big Bear, no miles, \$1125. 1967 YAMAHA Twin Jet, no miles, \$950. 1978 HARLEY XLCR Cafe, excellent, \$3850.00. 1947 SIMPLEX Automatic, \$600. 1966 HONDA S-90, \$450. (405) 256-8664. (315/E/16)



Speedway Products

Weslakes & Jawas like new. (714) 982-3877. (215/18/E)



TZ — 750E

Fast, reliable, National caliber bike with spares. Call Leland, (213) 428-0125. (315/16/E)

AMA DRAGBIKE: 1981 Pro Stock #1 plate, Suzuki GS1000. Best of everything, must sell, \$7,500 firm. (312) 623-2004. (115/WX)

WANT TO BUY: Harley XR750 rods — new, used, or rebuildable; YZ125C cylinder; XT, TT, SR 500 engine. (804) 484-4949. (115/W)

*****PRO CYCLE KTM*****
"KTM" Specialists." U.P.S. Daily. (714) 772-8170. (215/TFN)

1982 HUSKY 250

Ported by Jim Bringham, engine work by Wes Anderson. Not running, make offer. (714) 686-1278. (115)

78 Husky-250OR Excellent Condition

Recently rebored, new front tire, O-Ring chain, Bash plate, Speedo. \$680.00. (115)

81 YZ465H

Clark tank, skid plate, Metzeler, K & N, \$850.00. Call Ann, days (213) 643-1234. Nights (213) 374-5778. (115/16)

1955 BSA GOLD STAR: Engine disassembled, but all parts there, title: alum. cylinder, best offer. (312) 652-9631. (115/16w)

'82 Yamaha 250 YZ

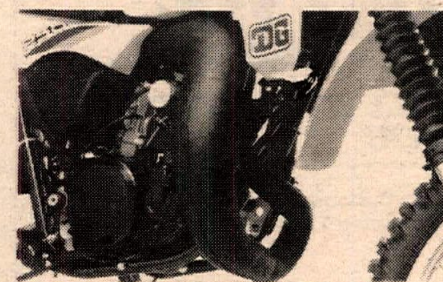
New tires, chain & sprockets, plus extras, \$800. (714) 875-7819. (315)

Aluminum Gas Tanks

Hand made in England, from \$225 + \$329 for GS-1100, RD 400, SR-500, CB1100 and most street bikes. RICKEY RACER PRODUCTIONS, 755 W. 17th St., Costa Mesa, CA 92627. (714) 631-0417. Full catalog available \$2.00. (215/E/16)

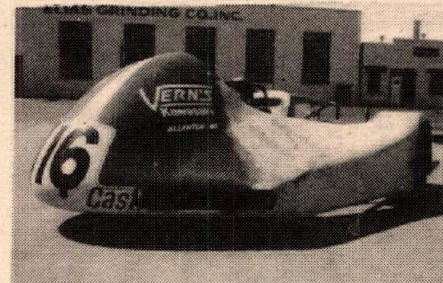
Mike Bast Speedway School

For time and information (714) 780-8261. (215/TFN)



Suzuki RM250D Pipe

NOW IN STOCK! At DG PERFORMANCE SPECIALTIES. This 20 gauge stamped expansion chamber is routed 2" higher than stock to eliminate smashed header sections. Improves mid-range and top-end horsepower. A MUST FOR ANY DEMANDING RIDER! Retail price \$104.50. Dealer inquiries invited. Contact: D.G. PERFORMANCE SPECIALTIES, 1230 La Loma Cr., Anaheim, CA 92806. (714) 630-5471, outside Calif. (800) 854-9134. (215/E)



ROAD RACING SIDECAR KAWASAKI: Branch head, big valves, close-ratio trans., Electronic ignition, just converted to rear out. National winner in right hands. Ready to race. \$3,500 with motor; \$2,500 chassis. Paul, (414) 964-5537 days, (414) 372-8537 nights. (315/W)

*** KTM 250 LC *****

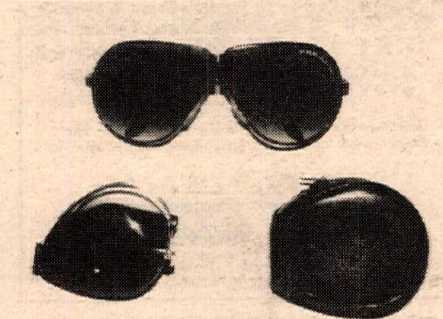
Are coming to PRO CYCLE KTM! (714) 772-8170. (215/TFN)

1982 Suzuki RM-465

Excellent condition, must sacrifice, \$1100. (213) 363-4921. (315)

1979 Suzuki RM-400

1 owner — excellent condition! \$800.00. (213) 363-4921. (315)



FOLDING SUNGLASSES WITH CASE

High quality. Perfect he or she style. Black or gold frames. Money back guarantee. Only \$10.95. Check or money order to: SUNLAKE C.N., P.O. Box 241, Wagoner, Okla. 74477-0241. (115/E/16)

'79 Husky 390 Automatic

Low miles, ONLY \$900. (714) 637-3185. (315/16)

1983 HONDA 350XR \$1825. Trade + \$ for '83 500XR. 150 miles. (714) 586-7951. (115)

Something for Everyone

1982 Husky 470 6 speed. Frontier "500" Class winner, has everything, excellent condition! \$1600. 1980 Husky 420, 6 speed, new Scott fork, shock mods, new chain, sprockets, excellent condition, \$500. 1979 RM-50, 5 speed, excellent condition, \$250. 1965 Honda 150 Dream, CLASSIC, \$500. (805) 947-6588. (115)

'82 Montesa Trails

1982 200cc Montesa, 550 miles, lights, like new. \$1095. (714) 794-6357. (115)

New Roadrace Leathers

One-piece, fully lined with knees and elbows reinforced. Brown with white stripe, removable number patch. Fit approx. 5'11"-6'1", 190 lbs. Never used, \$350/OBO. Eves. 8-10 p.m. (213) 882-4489. (115)

WKR Bultaco Astro

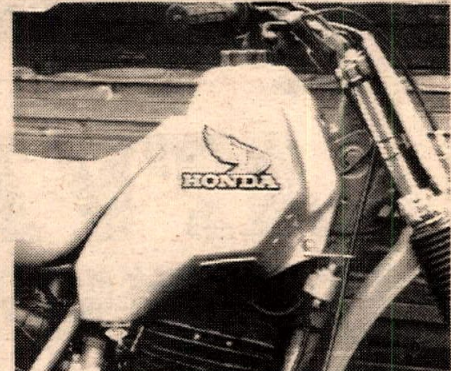
1st bore, 40 Mikuni, Banke pipe, \$3000 invested. Super 1/2 mile and short tracker. Excellent condition, \$1,000. Call before 9 p.m. (816) 252-0255. (315/16/E/16-17)

Want Motocross Pants, Helmet

Size 32 to 34 waist, open face helmet. (115)

1980 IT 175

Answer silencer, Metzeler, Dunlop, excellent condition, purchased 12/81. \$700. (805) 251-6498. (115)



Clarke CR-480 long range tank

For 1983 CR-480 models, approx. 4 gal. capacity. See your dealer or contact CLARKE MFG. CO., 29032 S. Salo Rd., Mulino, Ore. 97042. (115/18E)



The Banzai Brothers Pipe Skid

Stops crushed pipe problems. No welding. 60-80cc \$15.00. 100-125cc \$18.00. 175cc-Open \$22.00. Tax and shipping included. P.O. Box 41457, Eagle Rock, CA 90041. (315/E/16)

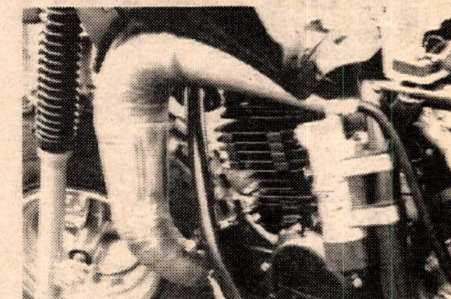


Honda CB 750F Super Sport

1980, 20K, super clean! Tom, after 4:00 p.m. \$2000/OBO. (213) 925-1767. (115/16)

1981 Yamaha YZ 125 like new

in looks and performance. Stock, not used in seven months, \$650. (714) 871-2712. (515)



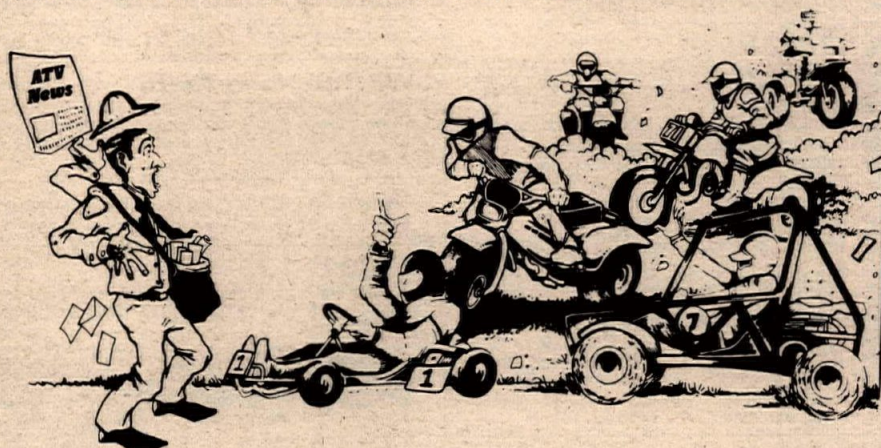
Coffman's 1983 ATC 250R Pipe

COFFMAN'S hand coned pipe creates an extremely smooth and powerful powerband on your '83 THREE-WHEELER! This high performance pipe is guaranteed for quality and performance. Also includes an aluminum silencer. Call or write now at 15182-A Bolsa Chica Rd., Huntington Beach, CA 92649. (714) 897-2209. (215/16/E)

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DIRT TRACK TIRES \$45 ea.

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Phone Order Desk (619) 442-9723

1983 RM 125 Brand New

Must sell due to other financial obligation, \$1395.
(714) 894-5826. (114/15)

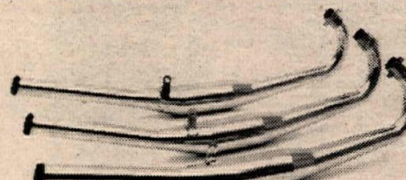
Restored Road Bikes

1973 Norton Commando Roadster, \$3,400. 1974 Norton Commando Interstate, 1,400. Norton John Player Special, \$1,900. 1966 Matchless G80CS, \$1,600. 1975 MV Agusta 750S (w/850 Kit), \$5,800. MV Agusta 600, \$4,000. 1975 Moto-Guzzi LeMans, \$1,500. (704) 324-0157 or 322-3206. (115/16/W)

Vintage Racer Collection

Yamaha TR2, \$1,300. Parilla Lusso Veloce, \$900. Yamaha TD2, \$600. Yamaha TD1, \$1,250. Yamaha TA125, \$600. TA125 (chassis only), \$400. H-D CRTT (w/extra engine), \$1,600. H-D CRTT, \$1,300. (704) 324-0157; (704) 322-3206. (115/16W)

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Black Reg. \$249.95

Sale \$199.95

Chrome Reg. \$299.95

Sale \$249.95

All years, all models. See your dealer or call direct, HOT BIG ENGINEERING (415) 656-8275 or 657-3864. We ship UPS/COD. (215/E)

1982 Kawasaki GPZ 550

\$2350

Yoshimura, Phantoms, new brakes, braided steel lines, trick paint, recently tuned. Consider trade and cash for SR-500. Evenings (213) 804-1196. (315)

1983 YZ80 Yamaha

Excellent condition, four months old, \$750. Days (213) 887-2780, evenings (213) 880-5093. (315/16)

Speedway Bike

2 valve JAWA, excellent condition, with leathers, boots, gears + tires. \$1000. (714) 943-1014. (315/16)

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THE MOTORCYCLE ROAD RACERS HANDBOOK
by Keith Code



"A Twist Of The Wrist"

THE MOTORCYCLE ROAD RACERS HANDBOOK. Crammed full of the successful techniques Keith Code uses to train riders like WAYNE RAINEY and STEVE WISE. Even Eddie Lawson agrees: "The things Keith goes over in his book are things I do all the time..." ACROBAT BOOKS, P.O. Box 480820, Dept. DC-2, Los Angeles, CA 90048. (213) 484-9323. Cal residents, \$16.95 (tax included). Other states, \$15.95 (includes shipping and handling). Visa & M/C: Include signature, card # and expiration date. (215/17/E)

RM 465X Suzuki Earthmover

Clean and crisp, play bike, \$950. Call Jim (213) 921-9451 Ext. 250, days. (315/16)

'82 Kaw KX250 Shorttracker

Viper frame, Ceriani, Works Performance shocks, Bill's pipe. Motor's fresh. Call Ronnie Jones (405) 721-5588/721-6600. (315/17E)

50% OFF RIM SALE



MERYLS PRO WHEEL

WM2, 3 X 18" & WM2 19", 36 H.D.I.D. rims. Dealers 2 rims minimum. Godd till 4/29/83. (714) 630-6815. (215/16E)



CR, RM, KX & YZ 1983 Clutch Kits

Now in stock at the ROOST FACTORY! Kits come complete with Hi Performance plates and heavy duty springs. Motocross Action recommends our RF clutch kits. If your clutch is slipping then call today! From \$44.95-\$49.95. Contact: ROOST FACTORY, 1430 W. 259th St., Harbor City, CA. 90710. (213) 530-8401. (215/E)

1966 MONTESA IMPALA 250, sport rebuilt motor, all new paint and chrome as original. Will be at Cama Rally April 23-24th. Many extra parts available, including complete additional rolling chassis, \$1200. (619) 942-3294. (315)

1964 BULTACO METRALLA 200, 4 speed, TSS 200 cylinder and head, standard exhaust and chamber, TSS 125 tank clip ons and fender, RS seat, rear sets, RR fairing, new red and silver paint. Extras, \$1000 or trade. (619) 942-3294. (315)

TZ250-G CHASSIS/ENGINE parts: Swingarm, seat, monoshock, rear brake/wheel; heads. (213) 373-8226. (315/18)

TZ250-G ENGINE: Fresh, ignition, Lectrons, pipes, radiator. (213) 373-8226. (315/18)

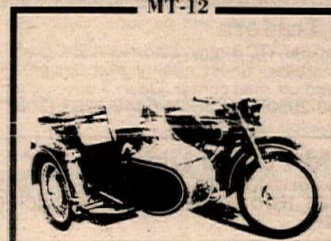


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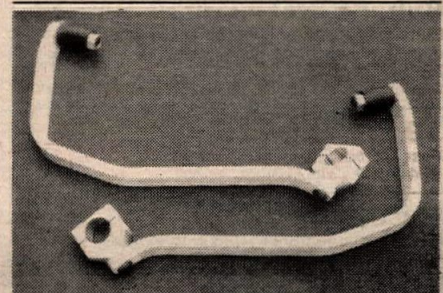
"Antique and Classic" publication. Want ads, road tests, literature reprints. 48 pages, monthly. Free ad too. \$14.00 per year. Visa/MC accepted. National coverage, sample copy \$2. WALNECK'S, INC., 7923 Janes, Woodridge, IL 60517. (312) 985-4994. (115/W/X)

Triumph Parts

New old stock — plus used parts. Complete motors, frames, forks, wheels, tanks. Daytona Megs. (201) 469-4141. (215/E/TFN)

New '80 1200 Laverda 1/2 Price

\$8,000 Value. Only \$3995. Special Paint/Full fairing, optional at 1/2 price. RICKY RACER PRODUCTIONS, (714) 631-0430. (215)



Unbreakable Hand Guards

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'82 YZ 80

Water cooled, new complete engine, two rear shocks, very good condition, \$550 or offer. Days (213) 965-0442, eves. (714) 627-8319. (315)

Ultimate Zee

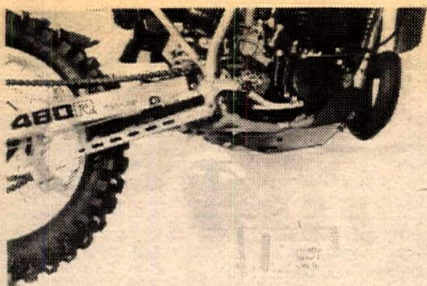
1981 KZ1000J with GPZ body work, 1100cc, custom pegs, seat, fairing Kerker & Stokers. Grandpa owner. \$2500. (806) 746-4058. (315/16)

1979 Husky 250 OR

Very good condition! \$650/OBO. (714) 827-5805 evenings. (315/16)

'83 CR 480 Honda

Like new condition, '82 YZ 60 YAMAHA. Days, call (619) 934-6495, eves. (619) 873-3805. (315/16)



SKID PLATE

Custom fit, easy to install. Anodized blue, gold or silver to match bike color, super strong 5052 aluminum, \$39.95. Models available for Yamaha, Honda, KTM, Husky, Maico. UTAH SPORT CYCLE, 189 E 3900 South, Salt Lake City, UT 84107. (801) 262-7453. (213/E/TFN)

"WIN"

Cassette tape program teaches you how to relax and inspires you to win. \$8.95. "WIN," 4618 Panorama Drive, Huntsville, AL 35801. (113/17)

1976 850 LeMans

Excellent condition, one owner, 10K, CR gearbox, race cam, factory competition exhaust, EPM mag wheels, Noseda rearsets, Phantoms, special 40mm Dellortos w/pumpers, some spares & tools. Must sell. Call Pete at (212) 499-4416. (213/15)

1971 OSSA 250 TRIALS \$200. 1974 HUSKY WR 400 needs engine — all or parts — best offer. (213) 597-5491. (414/15)

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Norton Manx, Matchless, AJS, BMWs, etc. etc. Brand new Dunlop road racing tires have been made for D.E. Machina by Dunlop U.K. 19" KR-73s, LR-76s and 18" KR-124s. Contact D.E. MACHINA, LTD., 441 11th Street, Brooklyn, NY 11215. (212) 499-4416. (213/TFN/E)



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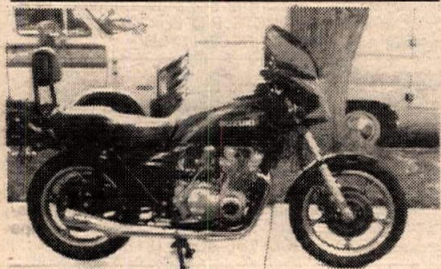
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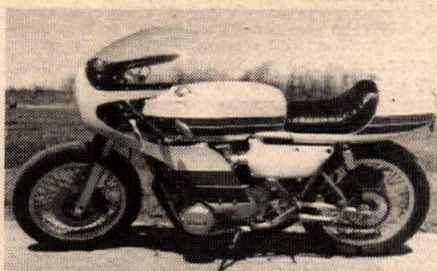


1978 Suzuki GS 750E

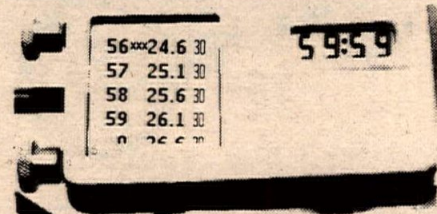
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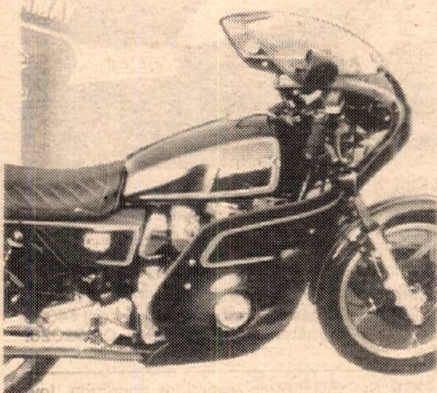
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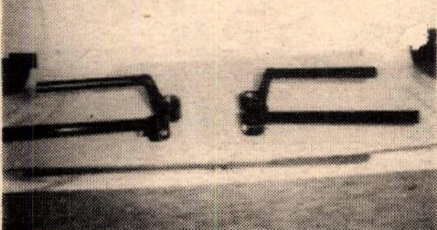
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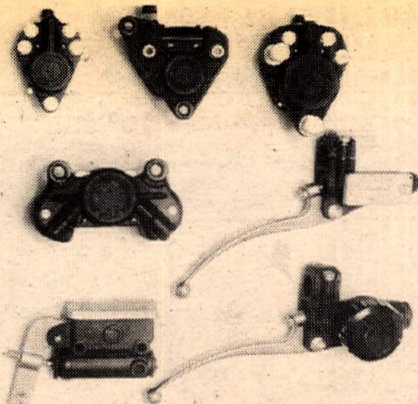
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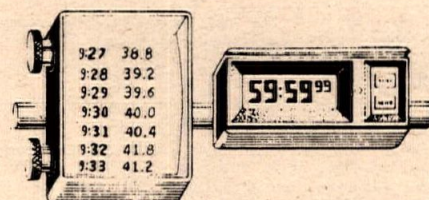
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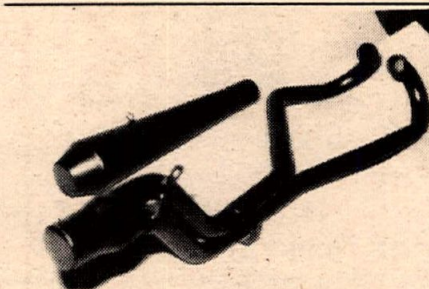


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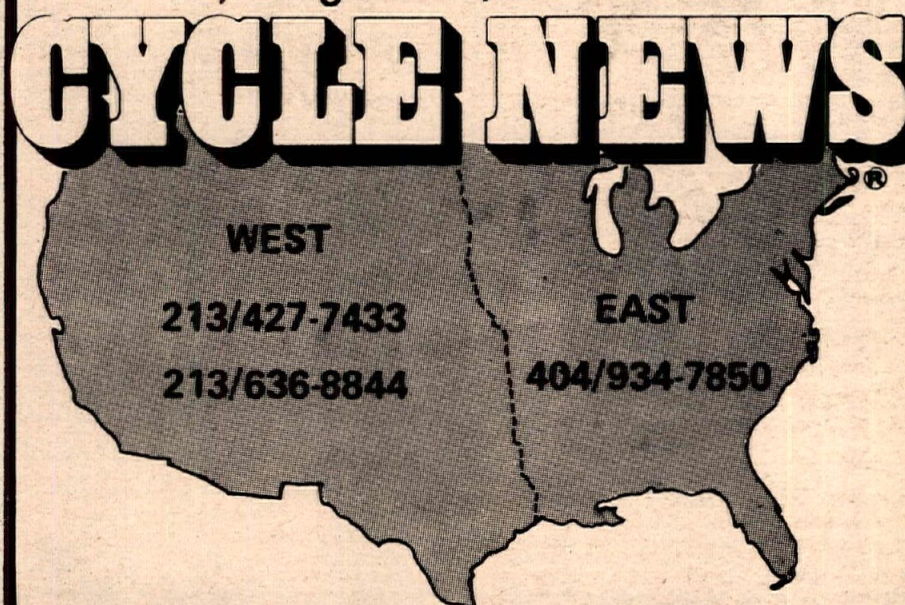
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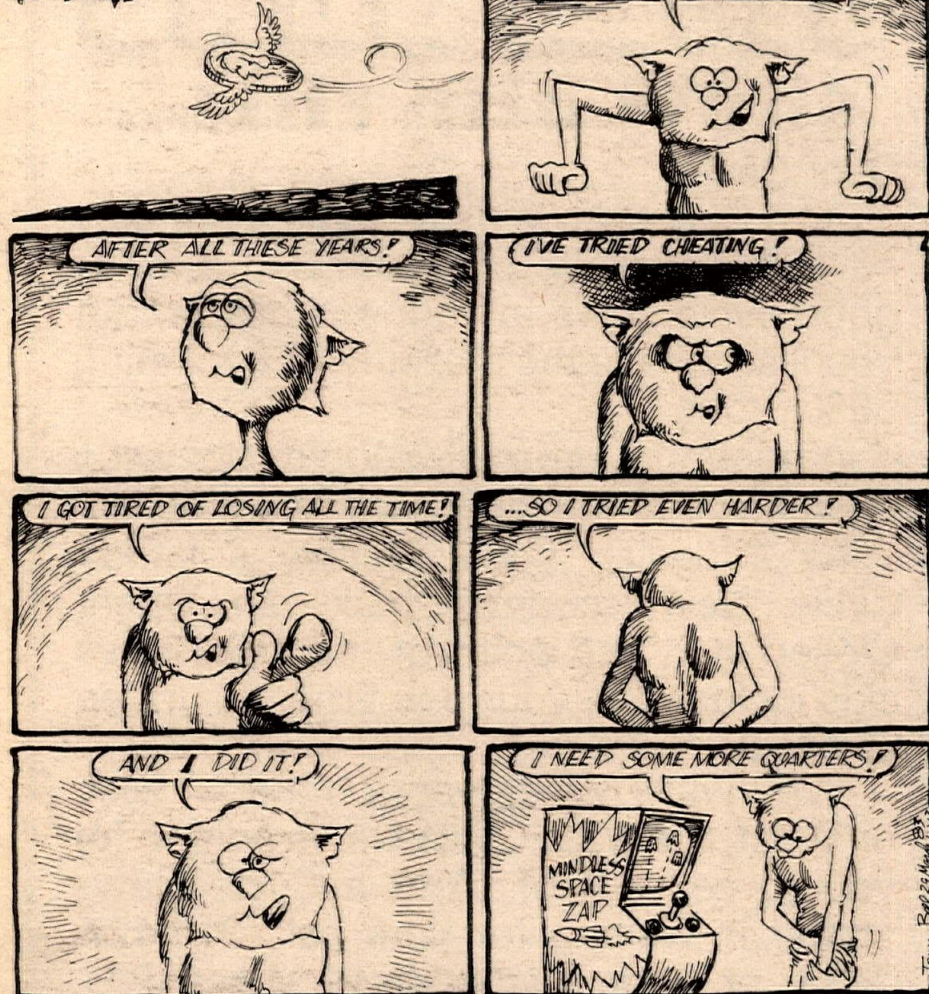
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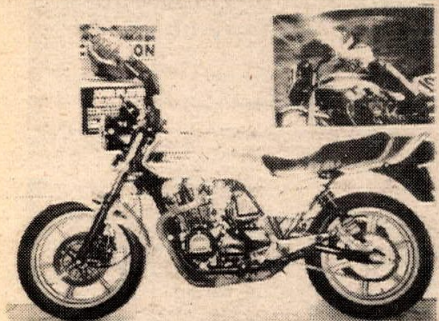
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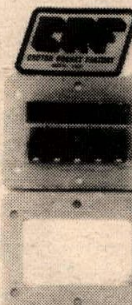
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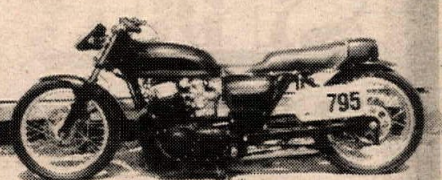
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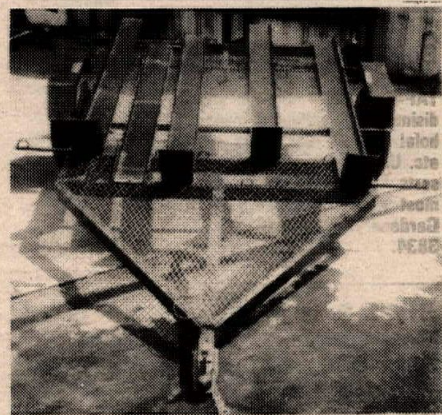
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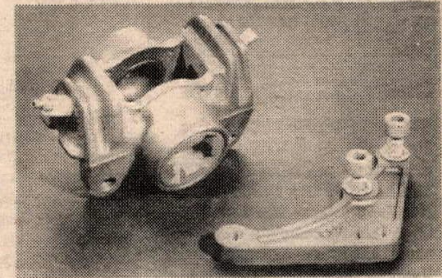


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Papa got a letter from the Lightweights M.C., who put on AMA D-37 short track and TT scrambles, saying the club "is about ready to throw in the towel due to lack of rider participation." Part of the problem, the Lightweights say, is due to scheduling conflicts with non-AMA-sanctioned promoters, since sanctioned dates must be applied for a year in advance, and they are difficult to change. In concluding, the Lightweights said, "We need your support to continue to give you (the riders) District points and to provide a place to ride. Please don't let Class C die here. Please turn out for our short track and TT on Sunday, April 24, at Indian Dunes."

The folks at AFM Pro say that amateur trophy winners from the Riverside Pro-Am who didn't pick up their brass at the track, keep an eye on the mailbox. The trophies will be going out this week.

Motorcycle World with Larry Huffman has gone over so well in Orange County that, beginning April 30, each Sunday's show will be rerun on Saturday at 6 p.m. That's KDOG, channel 56.

Mike Kidd put in his first Camel Pro Series appearance of the year at the Sacramento Mile. Still hampered by his injured wrist, Kidd placed his much-modified NS750 in the 10th fastest time trials and took third in his heat only to be sidelined by mechanical problems in the main event. He gave a lot of credit for his good showing to Dean Miller, who runs a sports clinic and is Brad Lackey's personal trainer. "Dean had 18 hours to get me into shape and he did a good job," said Kidd, who plans to spend most of this week with Miller in preparation for the San Jose Nationals.

If his wrist is still bothering him, at least Kidd is pleased with the progress that the Honda team is making with the mile bikes. "I believe that our Hondas were the fastest bikes here tonight," he said. "On top end they were definitely the fastest; they might be a little down on acceleration." Kidd implied that because of the NS750's improved showing, the debut of the rumor-shrouded, Shadow-based milers might be a ways off. "Honda wants to win races," the former National Champ said. "If we have to run these (the old bikes) to win, then we'll run them for a while."

HOSPITAL STOP: Prior to delving into the ITC/Japan/tariff issues with reporters in last week's Harley-Davidson press conference, H-D Chairman Vaughn Beals brought the press up to date on the condition of H-D President Charles Thompson, who is currently at the Medical College of Virginia awaiting a donor for a heart transplant. "Charlie's been feeling pretty good the past few days," said Beals. "And although he's restricted to his floor, he's been moving about. They've found lots of hearts, but they're looking for an extra-large." As of Friday, April 15, Thompson was still awaiting a donor.

The February and March issues of **Motocross Action**, **Three Wheeling** and **Dirt Wheels** published an incorrect phone number in Roost Factory advertising. So to save the poor folks whose number was printed, please use **this** number when calling Roost Factory: 213/530-8401.



BOB HANNAH TALKS ABOUT FERRARIS, WINNING AND BEL-RAY OIL.

An interview with Bob Hannah. By Larry Huffman.

LARRY HUFFMAN: Is that your Ferrari 308 you just pulled up in?

BOB HANNAH: I picked it up today from Eddie Cole at Answer Products, it's really hot.

LH: Life must be tough. How old are you now?

BH: 26

LH: Do you feel you've accomplished alot in those 26 years?

BH: Let's just say I've had my share of the glory but I want more.

LH: Can you be more specific?

BH: I want to win the championship again this year and with the strength of Team Honda and Brian Luniss, there's no stopping me.

LH: Brian is your mechanic, right? How does he race-prep your RC250?

BH: Brian could better answer that. But I know it's with alot of tender loving care and Bel-Ray products. Especially MC-1+.

LH: Are you just saying that because they're paying for this ad?

BH: Yes and no. Yes, because I'd like Bel-Ray to sell alot of product, and no, because I've been using Bel-Ray for years,

long before they started sponsoring me and I believe in it.

LH: You mentioned MC-1+. What about it?

BH: It's the best. There isn't one top rider who isn't running MC-1+ — Lackey, LaPorte, Chandler, Hansen, Bailey, O'Mara, the list goes on forever, and it isn't because Bel-Ray sponsors them. All the winning factories have determined it the best. They keep winning, so they keep using it. Simple as that.

LH: I noticed a II below the Hurricane on your leathers at Daytona. What's Hurricane II mean?

BH: It's simple. The Hurricane is back.

LH: Last question. Are you going to win this year?

BH: Is MC-1+ blue?



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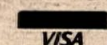
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ESPN to land more NFL rights

Reopened deals offer lockout protection, 'MNF' streaming

BY JOHN OURAND, TERRY LEFTON
 AND DANIEL KAPLAN

STAFF WRITERS

ESPN and the NFL are close to an agreement to give the media company a much larger bundle of the league's broadband, mobile and international rights, including the ability to stream "Monday Night Football" games on broadband and wireless platforms.

The digital deal will certainly grab the full attention of the NFL's other network partners, who could be looking to further their digital and mobile rights with NFL content. CBS and Fox have looked into streaming at least one of their Sunday afternoon games but have no concrete plans to follow through with that yet.

ESPN spokesman Mike Soltys
 See **NFL-ESPN** Page 26

League: Make some noise!

BY DANIEL KAPLAN

STAFF WRITER

The NFL last week dropped its 21-year-old prohibition against home teams using video boards to encourage fans to make noise, the latest development in the league's initiative to improve the in-stadium fan experience.

Teams were prohibited from flashing on video boards phrases like "Noise," "Raise the Roof," "Pump

See **Noise** Page 26

Disney steps to the plate with MLB

BY TERRY LEFTON

STAFF WRITER

Disney and Major League Baseball are combining for a cross-licensing deal that will mix the marks of two of the biggest names in sports and entertainment merchandising.

The retail licensing program is one MLB has pursued for a decade and expands the business relationship between the two companies, giving MLB ties to Disney's youth marketing empire, while global merchandise king Disney gets distribution within MLB's established channels for licensed sports products.

See **Disney-MLB** Page 25



Scenes from Forty Under 40

Memorable moments from the ceremony at L.A. Live.

Page 28

It's Showtime in Darlington

Network will sponsor race at historic NASCAR track.

Page 3

What I Like

With Nancy Lieberman

Muhammad Ali "gave me vision and my path to succeed,"

Page 30



We don't believe in curses or billy goats.'

Tom Ricketts has no room for excuses in his effort to remake the storied Chicago Cubs

BY ERIC FISHER

STAFF WRITER

Amid the frenetic revamping of the entire Chicago Cubs organization, a process that includes restoration of Wrigley Field, a new spring training complex in Arizona, and a range of marketing plans, there is perhaps an even more sweeping change in the Windy City.

New team owner Tom Ricketts has absolutely no tolerance for "Lovable Losers," for years the well-

known, unofficial moniker for the club, and the name that has come to define everything about the Cubs' historic ineptitude.

"I don't believe in 'Lovable Losers.' Never have," said Ricketts, whose face grows visibly discomforted at the mere mention of the words. "You'll never hear us put those two words together. And we don't believe in curses or billy goats. It's just not what we're about."

See **Cubs** Page 14



CAA and SUM partner to get U.S. ManU tour

BY TRIPP MICKLE

STAFF WRITER

A year after running competing soccer tours in the U.S., CAA Sports and Soccer United Marketing are partnering in an effort to bring the world's biggest club — Manchester United — to North America this summer.

The two sports marketing companies are attempting to bring Manchester United over for what would be a multi-city tour that would be headlined by the MLS All-Star Game at Houston's Reliant Stadium. Sources familiar with the deal say Manchester United tentatively agreed to a four-stop tour that also would include Boston, Philadelphia

See **ManU** Page 25

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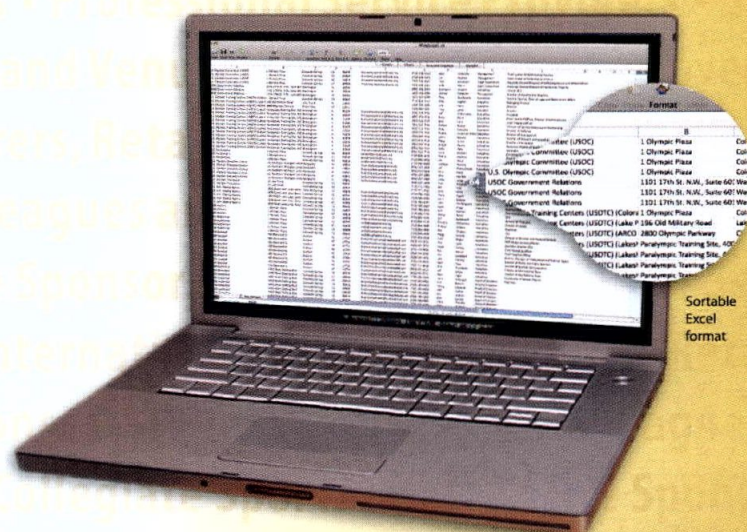
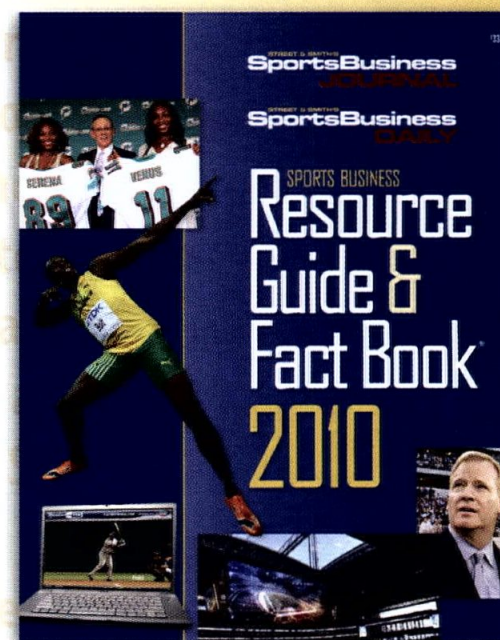
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Showtime title-sponsors Darlington race

BY MICHAEL SMITH

STAFF WRITER

Showtime, which debuted its "Inside NASCAR" show last month, is climbing deeper into the sport by title-sponsoring the Southern 500 at Darlington Raceway.

The sponsorship is a multiyear agreement between the network and the historic track, which has been hosting NASCAR events for 60 years. GoDaddy was the race's presenting sponsor last year. The May 8 race will be called the Showtime Southern 500.

"Associating with the track and the history of this race was very important to us, so we wanted to keep Southern in the title," said Ken Hershman, executive vice president and general manager of Showtime Sports. "When we started the show, we were impressed with the committed fan base and we're looking to really deepen that connection by sponsoring the race."

Financial terms were not released, but title sponsorships typically sell

for the high six figures to low seven figures a year. Showtime's deal is believed to be in the mid-six figures this year because the deal was struck so close to the race date, a Saturday night event on Fox Sports. The fee for the 2011 race is expected to be closer to seven figures.

Despite the short window, Show-



time has several activation elements in the works, both online and for the event.

Sheila Mills, director of marketing for Showtime Sports, said an online sweepstakes will launch this week at

sports.sho.com, offering the winning fan a VIP trip for two to the race. Included in the prize package is a replica of the Showtime Southern 500 trophy, marking the first time the speedway has given away a copy of the real thing to a fan in victory lane. The trophy that will go to the fan is the same in every way, including the cost of more than \$3,000, as the trophy that goes to the winning driver. There's also a perpetual trophy that stays at Darlington.

Showtime also will be on the ground at the race with promotional displays where it will distribute free DVDs of "Inside NASCAR."

"This show is a cornerstone of our sports programming," which also includes boxing, mixed martial arts and football with the "Inside the NFL" show, Hershman said. "We've got a lot of work to do to tell people this show is on and make them aware. We're not a primary destination for NASCAR fans, so we've got to make that imprint in their minds."

The groundwork for the title sponsorship was set earlier this month when a team of close to 10 Showtime executives from marketing and public relations visited Darlington, which was the first paved superspeedway in 1950.

Located in the Pee Dee region of South Carolina, Darlington is a long way — geographically and culturally — from Showtime's headquarters on Broadway in New York.

What the Showtime executives found in Darlington was a track whose history runs parallel to NASCAR's own. After a tour of the museum on the speedway's grounds, Showtime officials walked the grounds and learned about Darlington's charm as "The track too tough to tame."

"The role we've played in the sport, that's something that really got their attention," said Darlington President Chris Browning. "They really got it when it comes to who we are and what we're about. This will be a great platform to help them promote their show and reach true race fans."

DuPont races back to offer more NASCAR hospitality

BY MICHAEL SMITH

STAFF WRITER

DuPont's once-robust NASCAR hospitality program suffered enormous cuts last year, but the longtime Jeff Gordon sponsor is back in 2010 with more guests and events at each track.

Just a few years ago, DuPont had the largest hospitality program in NASCAR, hosting 20,000 people a year at every race on the Sprint Cup circuit. Their guests ranged from body shop owners who used DuPont paint to building contractors who bought the Tyvek brand of house wrap. The company would bring as many as 1,000 people to a race, and virtually the entire focus of the sponsorship was based on creating business-to-business activity.

"They're coming back and that's the important thing."

JERRY CALDWELL
BRISTOL MOTOR SPEEDWAY

DuPont entertained customers with meals, question-and-answer sessions with Gordon and bags of swag, all the while making new relationships or deepening existing ones.

But DuPont hospitality was largely a casualty of the recession in 2009. Instead of entertaining at all 36 Cup events as it had done in the past, DuPont cut back to six races



The Jeff Gordon sponsor realized the importance of hospitality to its sales.

and just 2,000 guests, 10 percent of what it used to do. DuPont wasn't the only corporate entity slashing its spend. Tracks reported that revenue from hospitality was down 20 to 25 percent last year.

DuPont, No. 75 on the Fortune 500 list with more than \$30 billion in annual revenue, said the cuts last year were reflective of cost-cutting measures companywide.

What DuPont discovered, though, was how important the hospitality program was to its sales. So in 2010, it's back with hospitality events at 23 races and it'll entertain about 4,000 to 5,000 guests.

"It's really a reflection of the value we place on our clients and customers," said Larry Deas, DuPont's motorsports manager. "It's something that we absolutely missed last year. ... But the cutbacks in 2009 weren't necessarily supposed to be the new

reality, it was just something we had to do for our current situation."

DuPont's revival in 2010 comes at a pivotal time in its sponsorship, having renewed its league deal as the official auto finish, a distinction it has had since 2003.

The team deal with Gordon and No. 24 car owner Hendrick Motorsports expires at the end of this year and renewal discussions are ongoing, although it's uncertain if DuPont will maintain its current commitment level as the primary sponsor for 75 percent of Gordon's Sprint Cup races. National Guard and Pepsi are the other sponsors on Gordon's car.

DuPont owns the longest-running driver-sponsor-owner relationship in NASCAR, having sponsored Gordon since he first started driving the No. 24 in 1992. The hospitality piece has been a staple of the program since

it began.

"We look at DuPont as a great indicator of what's happening on the corporate side," said Jerry Caldwell, vice president of sales and marketing at Bristol Motor Speedway. DuPont did not buy hospitality at Bristol's race earlier this month, but will be entertaining at Bristol for the August race.

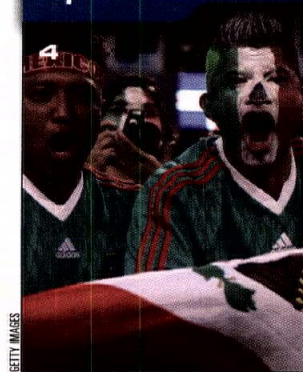
"When DuPont pulled back, we all saw that as a sign of things to come in 2009," Caldwell said. "Even though they're not back to where they were, they're coming back and that's the important thing. They know the value and they know it's important to their business. It is an indicator that the economy is slowly turning around."

Even though hospitality took a 20 percent to 25 percent hit at most tracks in 2009, Deas said he has not found a significant reduction in rates. It can often cost as much as \$5,000 to \$10,000 to rent a tent, which is just the start of hospitality costs. Bristol's Caldwell said that tracks are focusing on different ways to add value rather than slashing prices to lure sponsors back.

Deas said he didn't find the tracks any more flexible with pricing this year than in previous years.

"The initial proposals from the tracks were consistent with the past," he said. "We work with a lot of tracks and certain folks are more understanding of our situation than others, but there wasn't a lot of difference."

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SUM boosts sponsor roster for Mexican team

BY TRIPP MICKLE

STAFF WRITER

Soccer United Marketing pushed the popularity of the Mexican national team in a World Cup year to add three new Mexican soccer federation (FMF) sponsors, bringing its total roster of partners to 15 in 2010, the same as it had in 2006 during the last World Cup.

The partners—Wrigley's Extra gum, Cacique and Bimbo—began activating with the team in March. All three signed either one- or two-year agreements valued in the low to middle six figures annually.

"The awareness around the Mexican national team is heightened in a World Cup year, but it's really a 24/7, 365-day-a-year opportunity," said Michael Gandler, vice president of business development for Soccer United Marketing. "The World Cup in South Africa is going to elevate its appeal even further."

The Mexican national team is enjoying one of its best-attended U.S. tours in recent years, playing its third of six exhibitions last week. Earlier this month it attracted 90,000 spectators at the Rose Bowl in Pasadena for a game against New Zealand, and last Wednesday it drew 63,000 spectators to Bank of America Stadium in Charlotte for a game against Iceland.

Wrigley's Extra gum is the first official gum partner of FMF since SUM began representing the Mexican national team in 2003, signing a one-year deal. The brand, which also sponsors the English Premier League, has made the Mexican national team the centerpiece of its "Wrigley's Football Extra" activation program. It has brought an 18-wheeler activation stage on tour with the

team, done player appearances in markets, and sampling at the exhibition games.

Cacique signed a two-year agreement to become the official cheese partner of FMF. The Mexican-style cheese company has put the FMF logo on packs of cheeses and promoted its partnership with point-of-sale advertising in important Hispanic markets nationwide. It also set up a small booth at Mexican national team exhibitions where fans can get a photo featuring the Cacique logo and the Mexican flag.

"We have already had a great return on our investment," said Francisco Hanon, Cacique's advertising manager. "We are sure if we continue to connect these events to the store level it will be great for us."

Bimbo Bakeries, the U.S. division of food manufacturer Grupo Bimbo, plans to do a retail activation during the World Cup in June when it will use point-of-sale advertising featuring FMF imagery in an effort to distinguish itself from competitors. As part of its one-year deal, the company also activated at recent Mexican national team exhibition games, offering samples of Bimbo cakes and bread to fans before and after

the competition.

The deal with Bimbo was sold by SUM in collaboration with Sports Management Group of Mexico City.

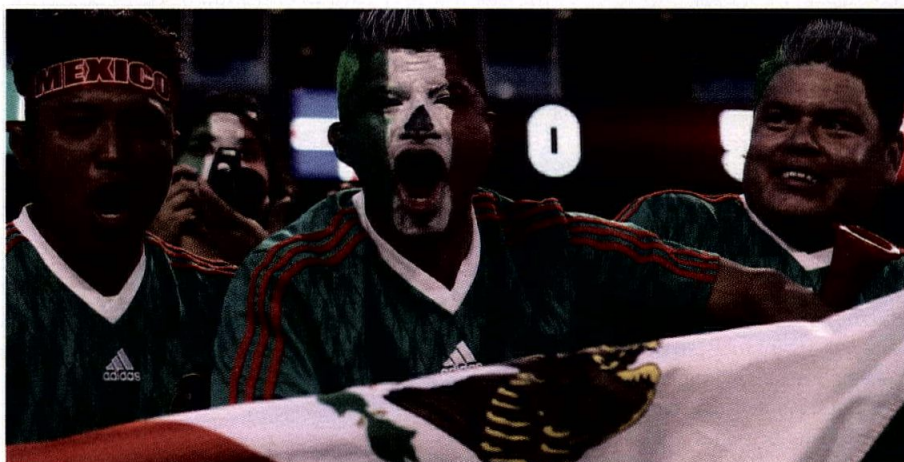
"This deal is part of a growing trend we expect to see more and more in the future," Gandler said. "There are a lot of companies—Mexican ones and American ones that acquire Mexican brands—that are looking to expand their footprint in the United States and see the Mexican national team

as a way to do that."

In addition to signing three FMF partners, SUM renewed its MLS partnership with Getty Images and signed Travelodge to a two-year deal as a partner of the CONCACAF Champions League and InterLiga

tournaments.

MLS has signed no new deals ahead of its 2010 season, but it didn't lose any partners. Gandler said SUM is pursuing several deals for the league, which opened its season Thursday in Seattle.



MEXICAN SOCCER FEDERATION PARTNERS

2006	2010
Anheuser-Busch (beer)	Anheuser-Busch (beer)
AT&T (telecommunications)	AT&T (telecommunications)
Coca-Cola (carbonated soft drinks)	Coca-Cola (carbonated soft drinks)
Home Depot (home improvement)	Home Depot (home improvement)
Makita (tools)	Makita (tools)
NAPA (auto aftermarket)	NAPA (auto aftermarket)
Digame (calling cards)	AT&T (expanded calling-card category)
Chivas Regal (spirits)	Cuervo (spirits)
Doritos (salty snacks)	Barcel (salty snacks)
Kellogg's (cereal/cookies)	Bimbo (cookies/pastries)
Lala (milks/yogurt)	Cacique (yogurts/cheeses/meats)
Western Union (financial/wire transfer)	Visa (financial services)
McDonald's (quick-service restaurant)	Degree (deodorant/antiperspirant)
Dodge (auto)	Allstate (insurance)
Tylenol (OTC pharma)	Wrigley's Extra (gum)

Source: Soccer United Marketing

MLS labor agreement continues league's evolution

BY TRIPP MICKLE
AND LIZ MULLEN

STAFF WRITERS

Major League Soccer's new collective-bargaining agreement—the second in the league's 15-year history—is less revolutionary than evolutionary.

Unlike other professional sports leagues, MLS officials didn't ask for concessions from players. Instead, they wanted a five-year deal that preserved the league's single-entity status and offered no free agency to players.

The new deal the league and MLS Players Union announced last week gave the league all three things it wanted, but it also included key changes that will give players new rights, change the way MLS and its teams operate, and influence the future of MLSPU. Here's a look at several changes and how they will affect the league and union.

■ QUALITY OF LIFE

Because MLS is a single-entity league, it will still book flights and hotel accommodations for all of its teams, but under the new CBA there is more language about

what hotels are acceptable and how high per diems will be.

As recently as last year, MLS players traveling to Massachusetts to play the New England Revolution stayed in the Sheraton Braintree, a hotel that Sports Illustrated's Grant Wahl described in "The Beckham Experiment" as being "bathed in car-exhaust fumes." Players visiting New England now stay at the recently built Renaissance Boston Hotel at Patriot Place. Now, comparable hotels will be standard under the new CBA.

Players also will see their per diems rise from \$50 a day to \$65 plus \$10 a day for incidental expenses.

The league also will pay moving expenses for players who are traded and put those players up in a hotel for 21 days. Previously, the league only paid \$5,000 toward moving expenses and were obligated to pay for a player's hotel for 14 days.

■ COACHING CHANGE

Life just got more difficult for MLS coaches and player personnel executives.

Under the previous CBA, the standard

league contract with players typically were one-year agreements with multiple one-year options. That meant a team could sign a player for four years but drop him without affecting its salary cap after any season by declining to pick up his option.

The new deal changes that by increasing the number of MLS players with guaranteed contracts from approximately 25 percent to 57 percent, according to league and player estimates.

Teams can still sign players to deals with options, but under the new agreement, players whose options aren't picked up by a team will enter a waiver draft where other teams can pick them up at their negotiated option price. That will put more pressure on teams to honor the options.

"It's now important for teams to focus on the negative-options salaries and overall term of the contract, given the fact that there is less flexibility with options," said Houston Dynamo COO Chris Canetti. "We need to be smart and more effective with signings because there's less room for error."

■ GREEN EXHIBITIONS

Under the previous CBA, MLS teams could schedule as many exhibition games as they wanted, ask players to play and not pay them a dime. If a player got hurt, the team might lose his contribution on the field but the player lost the opportunity to meet performance metrics in his contract.

In other words, the players played extra games with no upside—only consequence. But that's going to change.

See **MLS** Page 25

Corrections

Golden State Warriors owner Chris Cohan was misidentified in a photo in the March 22-28 issue.

A story in the March 22-28 issue should have said that a commercial that golfer Michelle Wie filmed for McDonald's, though created in five languages, will air only in the U.S.

MiLB engineers a major relaunch

BY ERIC FISHER

STAFF WRITER

Minor League Baseball over the next two weeks is relaunching Web pages for MiLB.com and more than 150 individual teams as well as starting new mobile sites for the clubs, marking the first major results of a new cooperative agreement with MLB Advanced Media.

The Minor League Baseball-MLBAM pairing yielded the Baseball Internet Rights Co., a holding company owned by Minor League Baseball and operated by MLBAM. The agreement, ratified in December 2008, proved to be contentious in some corners of the game during its formation, as the disparities between the size of large, Class AAA markets and smaller markets in the Class A and Rookie leagues are quite large.

But since that ratification, Minor League Baseball and BIRCO executives have spent the last 15 months steadily convincing teams to opt in to the voluntary agreement. The current roster of teams participating in BIRCO is now nearly twice the number of clubs whose sites were previously hosted by MLBAM on an individual basis.

There are 178 affiliated clubs that could be tapped for the effort.

"We're now at a point where we have meaningful critical mass and can really tell a big story to national advertisers," said Frank Burke, BIRCO chairman and owner of the Class AA Chattanooga (Tenn.) Lookouts. "It's been a long process, and for some, it's been a little hard to imagine being part of a national network, but we can now get a

vast number of eyeballs and, importantly for a lot of us, a lot of content and functionality that would have been absolutely impossible to develop on our own."

Burke cited as an example a mobile site for his Lookouts club as something that would not have been a fiscal priority for the team on its own.

MiLB.com and the individual team sites that were hosted by

how much they want to do themselves on a day-to-day basis.

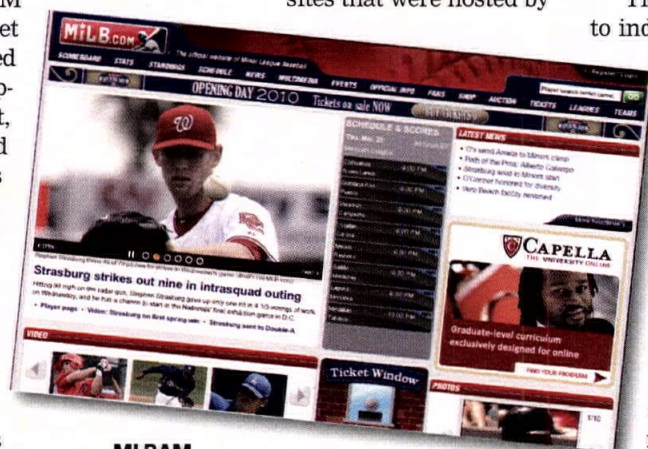
Within that framework, MLBAM will sell national advertising. Individual clubs will retain some local inventory both on their home pages and within their interior Web pages. Site design will have many common elements but not a fully uniform structure like the 30 MLB team sites have.

Ticketing also will remain largely up to individual clubs, provided the team's provider is one of several pre-approved by BIRCO and MLBAM.

On top of the newly developed mobile sites for the clubs, minor league digital product offerings this season will again include a live game video package and live GameDay functionality for each of the Class AAA leagues and the Class AA Texas League.

The Class AAA Round Rock (Texas) Express said that they, and perhaps some other larger minor league clubs, may not see a net increase in digital revenue right away from BIRCO. The Express has been webcasting games for the last decade. But Minor League Baseball President Pat O'Connor has been aggressively pushing a "Power Of One" concept since his December 2007 election, attempting to have the affiliated minors act as a more unified and powerful entity.

"Overall, the sky's really the limit for us now, but the big thing is we need to get out and tell our story," said Reid Ryan, president and chief executive of Ryan Sanders Baseball, owner of the Express and the Class AA Corpus Christi (Texas) Hooks, another BIRCO member.



MLBAM estimates that traffic to the new MiLB.com and team sites will increase.

MLBAM combined for about 7 million unique visitors and 50 million page views per month during the 2009 season, according to MLBAM estimates, numbers that are projected to rise in the new structure.

Much of BIRCO's development to date has been about creating an operating structure that will generate the desired efficiencies of scale while still allowing for local-market individuality and choice. The established platform will offer clubs one of three levels of operating maintenance, depending on

Citizen Sports deal came after SI took a pass on company

BY ERIC FISHER

STAFF WRITER

Citizen Sports Network is set to become a part of Yahoo!, with the closing of the high-profile acquisition slated to occur as soon as this week. But that deal came about in part because minority owner Sports Illustrated passed last year on purchasing majority control of the company.

SI struck a sales and content relationship with the venture in May 2008, representing the former ProTrade for ad sales and using Citizen Sports Network's Facebook-oriented fantasy games to re-establish a presence in that burgeoning space. SI then quietly acquired a minority stake in Citizen Sports Network, estimated by industry sources at 18 percent, later that year. But Jeff Price, president of SI Digital until April 2009, said he could not get approval from SI parent Time Inc. on a third deal he had begun to work out early last year to purchase the remaining equity.

"I am thrilled for Citizen Sports, am a very big believer in their model, and this is a great pickup for Yahoo!," Price said. "In fact, this is basically the same deal I tried to do."

Price resigned from SI shortly after his Citizen Sports Network purchase attempt fizzled amid heavy staff cutbacks throughout Time Inc. He is now president and publisher of Sporting News, owned by SportsBusiness Journal parent American City Business Journals.

Executives for both Citizen Sports Network and SI declined to comment. Industry sources said SI will be treated like any other Citizen Sports Network investor in terms of recouping funds at closing from the sale of the company. It is not yet determined whether Yahoo! will maintain any sales or operational tie with SI for the venture after the deal closes.

"It's premature to say what will happen there," said Jimmy Pitaro, Yahoo! vice president of media, upon the announcement of the purchase earlier this month. "We've had no conversations with SI yet, but we'll take a fresh perspective, and we'd love to work something out."

Financial terms for Yahoo!'s purchase of Citizen Sports Network have not been disclosed. Unofficial estimates from industry observers have ranged between \$30 million and nearly \$50 million, veering more toward the lower figure.

The deal will be used to strengthen Yahoo!'s presence within Facebook and on mobile platforms. Those are core areas for Citizen Sports Network and key elements for its rapid audience growth while being relatively weaker areas for Yahoo!.

Web site to provide sports power rankings

BY ERIC FISHER

STAFF WRITER

New York-based Web site publisher Mediaite plans next month to launch SportsGrid.com, a destination devoted to compiling power rankings of individuals, teams and companies from across the sports world.

The new site would join sister operations Mediaite.com, GossipCop.com, Styleite.com and Geekosystem.com. The power rankings would be tabulated by using a specially developed algorithm that pools a variety of metrics, including TV ratings; Web traffic and circulation counts; attendance; number of Twitter followers; on-field performance for players and coaches; and franchise values.

Mediaite was founded and is led by Dan Abrams, former general manager of MSNBC and current chief legal analyst for NBC News. The power rankings on Mediaite.com have quickly

become the most prominent element of the portfolio's offerings and are widely cited across the media industry. The sites, combining to draw more than 5 million unique visitors per month according to internal metrics, also offer a range of news and commentary, presented in blog format, but that element will be downplayed on SportsGrid.com.

"We're really doubling down on our rankings element for SportsGrid, and this will provide an effective, fun way to see

"This will provide an effective, fun way to see how ... an owner or an executive stacks up against, say, a linebacker."

DAN ABRAMS
MEDIAITE FOUNDER

how somebody in one part of the sports world such as an owner or an executive stacks up against, say, a linebacker," Abrams said. "We'll have that master buzz ranking and also smaller ones within specific sports and segments. And we'll be able to see movement up and down the rankings pretty close to real time as events and games happen."

SportsGrid.com will be a free, ad-supported venture. The effort will be aided by a partnership with Rotowire to provide statistical and news information. Microsoft's Bing.com has signed on as a launch sponsor, and entries into that search engine will form part of the ranking algorithm.

As part of a run-up to the new site's launch, Mediaite.com recently published a ranking of top sports bloggers, online writers and tweeters, with ESPN's Bill Simmons topping the list.



The same company produces Mediaite.com.



A major focus of Sodexo's business will be on 108,000-seat Michigan Stadium.

Michigan expected to name Sodexo as concessions vendor

BY DON MURET

STAFF WRITER

Michigan and Ohio State have something else in common beyond one of college football's most storied rivalries — they will soon share a sports food vendor.

Michigan athletic officials have selected Sodexo to operate general concessions and premium dining at Michigan Stadium, Crisler Arena, Yost Ice Arena and several other sports venues on campus, according to industry sources.

Sodexo, the biggest player in college sports food service, is also the concessionaire at Ohio Stadium and Schottenstein Center's Value City Arena in Columbus. In Ann Arbor, Sodexo held Michigan's contract from 1989 to '99 and replaces V/Gladieux Enterprises after that firm's 11-year run.

Jason Winters, Michigan athletics' chief financial officer, said last week that the school is negotiating a five- to seven-year deal with one firm from among those it short-listed — Sodexo, Aramark and Centerplate — but would not confirm that it had chosen Sodexo.

A major piece of Sodexo's business will focus on Michigan Stadium, a 108,000-seat building whose \$226 million renovation with 82 new suites and 3,000 club seats opens this fall. Suite catering and club food selections, a notch above hot dogs and nachos, will be a new experience for Michigan fans.

Last year, Michigan athletics generated \$3.2 million in gross food revenue at all sports facilities, \$2.5 million alone for Michigan Stadium. The previous year, the numbers were \$3.7 million and \$2.9 million, respectively, reflecting an additional home football game, Winters said.

Those figures are expected to increase substantially after the stadium opens with new and upgraded food spaces. Revenue projections are still being worked out, Winters said.

Chris Bigelow, the school's food consultant, said, "It's certainly one of the most prestigious accounts [Sodexo] can have between the size of the facilities and the number of events."

"The significance is they have a good client looking to make improvements," he said.

Party City expanding sports ties

BY DON MURET

STAFF WRITER



The Yankees use Party City favors for birthday parties at Yankee Stadium.

Costume and party goods supplier Party City has signed a deal to be presenting sponsor of the Florida Panthers' 2010-11 season and another with the New York Yankees for naming rights to seven group suites at Yankee Stadium.

Michael Yormark, president and chief operating officer of Sunrise Sports & Entertainment, the Panthers' owner and the operator of BankAtlantic Center, refused to disclose the value of the deal in South Florida, where Party City operates 30 of its 600 stores.

Rockaway, N.J.-based Party City is making a bigger splash into sports marketing after completing a test program with the Denver Broncos in October 2008 in which it sponsored a tailgate zone for 2,000 fans outside Invesco Field, as well as the club's junior cheerleading squad and a haunted house to support the Boys & Girls Clubs of America.

Moving forward, Party City, an MLB licensee that does significant business with sports-themed kids' birthday parties, sees an opportunity to reach women and mothers ages 25-54 by exposing its brand at arenas and stadiums, said Bill Furtkevic, the company's vice president of marketing.

"We still consider what we're doing now pilot projects, but obviously on a much bigger scale," Furtkevic said. "Sports is a huge category for us and a great way to build our brand."

In Sunrise, Fla., the working tag line, "It's a Party Every Night at the Panthers'

Game Presented by Party City," ties into a full-blown campaign surrounding the traditional holidays. It kicks off with a celebration of Halloween inside the arena after the NHL season starts in early October.

Party City plans to open a temporary store and sell Halloween costumes at the arena's team shop and activate similar themed promotions for Thanksgiving, Christmas, New Year's Eve and spring graduation to drive fans to the company's retail sites, Yormark said.

Customized messages on television, radio and the team's Web site, and naming rights for party rooms at the team's practice facility, are also part of the deal.

In turn, Party City store employees will wear Panthers garb at their stores to raise awareness of the team's brand, Furtkevic said.

The deal starts at tonight's Panthers game with Party City arena signs and

media advertising for the team's five remaining home games. Officials will then make plans for next season.

"We talked about their products and there are certain sales periods they really promote," Yormark said. "The plan is to activate four to five marketing platforms around a cluster of home games."

Some examples are Thanksgiving Feast Week, a three-game set, and Countdown to New Year's, the last week in December, two stretches when the Panthers traditionally draw their biggest crowds for games against teams such as New York, Montreal, Toronto and Pittsburgh.

The deal came together after Yormark met Party City CEO Jerry Rittenberg through Zimmerman and Partners, Party City's agency of record. The Panthers invited Rittenberg to a Feb. 5 game, and they flashed Party City's logo on their center-hung scoreboard and LED strips, in addition to decorating a suite with Party City materials. Rittenberg expressed interest in doing a deal with the Panthers that evolved into buying the exclusive rights to next season, Yormark said.

At Yankee Stadium, the seven Party City Suites are along the first-base line on the H&R Block Suite Level. The company has a separate agreement with the Yankees to use those premium spaces to entertain clients, Furtkevic said. He would not disclose the value of that deal, and the Yankees declined to comment.

The Yankees will book birthday parties during games and also on days when the team isn't playing, using Party City favors inside the suites, Furtkevic said.

Half-price season-ticket offer produces results for Wolves

BY JOHN LOMBARDO

STAFF WRITER

The Minnesota Timberwolves' eye-opening strategy to slash next year's season-ticket prices by 50 percent during the month of March has jump-started sales for the hapless franchise.

The team has surpassed last year's paltry 825 total for new full-season-ticket sales and expects to sell more than 1,000 new full-season packages when the discount promotion ends on Wednesday. The team this year has a season-ticket base of 6,000, a number that also includes full-season equivalent packages.

The team also has increased its expected season-ticket renewal rate to more than 80 percent, up from a 65 percent projected renewal rate before the team implemented its drastic season-ticket discount.

"The body play has worked," said Timberwolves President Chris Wright. "We realize that we have to build back [fans in] our lower level and move the market."

The Timberwolves' decision to halve the price of season tickets comes against daunting competition. As of March 24, the team had a woeful 14-47 record and must market itself against the Minnesota Twins as they open their new downtown ballpark this spring, the NFL's Vikings, and the University of Minnesota, which last



Minnesota expects to sell more than 1,000 new full-season tickets with its half-price promotion.

fall opened a new football stadium.

"With all the competition, we had to find a value proposition," Wright said.

The discount strategy also comes as the NBA looks to boost the league's paid gate next year after most teams cut or held prices this season.

"It is a real bold move, but it makes sense because the Timberwolves are trying to become relevant to a new group of buyers," said Bill Sutton, president of Bill Sutton & Associates, a sports consultancy that counts NBA teams as clients. "The team is trying to find fans who have never gone to

a game before. But they are going to have to work hard to make fans out of them."

Wright would not disclose how much the team will raise season-ticket prices on April 1. "The increase will be substantial enough that people who committed to us in March will be pleased that they have when they see the price increase," Wright said.

The Timberwolves, through March 23, had an average attendance of 14,785, up 3.7 percent compared with last season. The team ranked 25th out of the NBA's 30 teams in average attendance.

NHRA re-signs longtime partner

Auto Club, a sponsor for 16 years, renews \$20 million-plus worth of deals

BY MICHAEL SMITH

STAFF WRITER

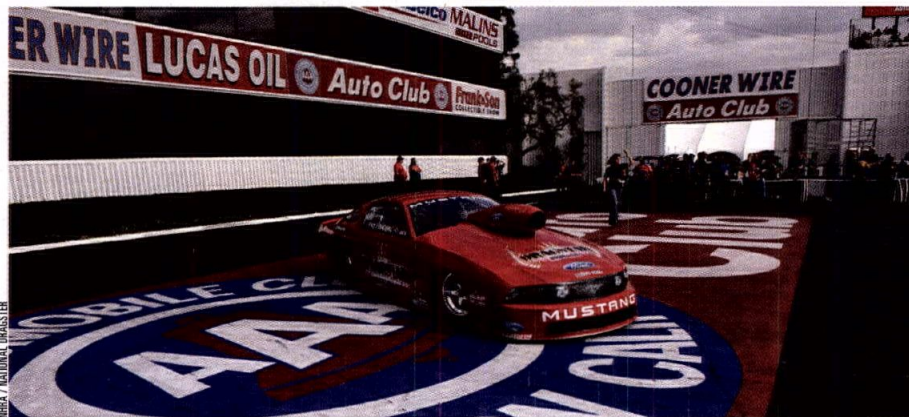
The NHRA and longtime partner Auto Club of Southern California have renewed a bundle of sponsorships for nearly \$5 million a year over five years.

Auto Club, which has been with the NHRA for the past 16 years, has the naming rights to the NHRA-owned drag strip in Pomona, Calif., as well as title sponsorship of the season-ending event there in November. The largest AAA affiliate in the country, Auto Club is adding title sponsorship of the NHRA's May race at Gateway, near St. Louis.

Auto Club has struck those deals one by one over the years, including presenting sponsorship of the Wally Parks NHRA Motorsports Museum, an on-track element called Safety Safari and a series sponsorship of the NHRA Street Legal division. This latest renewal rolls all of these agreements into a single five-year contract. That doesn't include a team sponsorship of driver Robert Hight at John Force Racing for about \$3 million more.

That combination of deals puts Auto Club in a class with the most prolific sponsors in the sport, including Coca-Cola (Full Throttle), Lucas Oil and O'Reilly Auto Parts.

"This is a big win for us and for the sport," said NHRA President Tom Compton. "This is a very significant relationship for us, and it's also a long-term deal. There's a lot of equity built into the Auto Club name and safety is certainly something that aligns us both. They've also found that beyond the emphasis on safety, they've been able



Auto Club's renewal of NHRA sponsorships places it among motorsports' most prolific sponsors.

to promote key services at national events and that's a big reason they're so deeply entrenched with us."

This latest renewal will take the Auto Club's relationship with the NHRA to 21 years and the Auto Club's CEO, Tom McKernan, has been around for all of them. In fact, the NHRA has the ultimate "in" with Auto Club because McKernan's daughter races dragsters as a hobby.

Supporting the NHRA, whose core mission has been to provide a safe environment for hot rodding, is a business decision that's quite personal for McKernan, a 43-year veteran with the Auto Club.

"This is a way for us to always keep our brand in front of people," McKernan said. "Our tag line is that 'We're always with you' and keeping our brand in front of people is a reinforcement of that."

Auto Club, which started in Southern

California and still has a strong base of customers there, now counts more than 13 million members across 20 states. That accounts for nearly 30 percent of all the AAA members nationally.

Most of those members joined AAA for the roadside assistance, McKernan said, but many of them don't know about other services, such as auto and home insurance, and travel.

"After roadside assistance, which everybody knows about, it kind of falls off from there," McKernan said. "This is an excellent platform for us to build more awareness for those other services. We get information from people at our displays and we find that we're able to sell quite a bit of business from that. ... We've found the demo of NHRA fans to be very good, in terms of education level, income levels and just their sensitivity to all things automotive."

After six years of tape delay, ESPYs returning to live

BY JOHN OURAND

STAFF WRITER

ESPN will air its annual awards show, the ESPYs, live this year for the first time in seven years.

The move comes after a ratings drop that saw the program post its second lowest rating ever last year. Its 1.5 U.S. household rating was down significantly from 2008's 2.3, and the 1.705 million homes that tuned in marked just the second time in six years that the show attracted fewer than 2 million homes.

For the last six years, the show has aired four days after the live show, while winners have been made public and highlights shown on the network. ESPN officials said that the four-day lag between the event and the telecast proved to be too long.

This year's show will be held July 14 in the Nokia Theater at L.A. Live. Actor Samuel L. Jackson and singer Justin Timberlake have hosted the past two editions of the show. A source said ESPN is negotiating with a member of the "Saturday Night Live" cast to host this year's version.

This year, ESPN will use a delay during its telecast, but does not know how long it will be. Typically, ESPN uses a seven-second delay for live events such as this.

"Our taste meter will be the same as it was during the edited telecast," said Maura Mandt, an executive producer with ESPN. "There hasn't been that many times that we took out scenes because we didn't want it to happen."

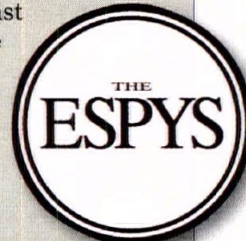
"Nothing will significantly change with the show," Mandt said. "In today's world, immediacy is so much more important. We're not in a 24-hour news cycle anymore. We're in a 20-minute news cycle."

The ESPYs launched in 1993 as a live event that was held in New York for the first seven years. It eventually moved to Las Vegas, then Los Angeles.

The show moved to a tape-delay in 2004 in hopes that it would get more viewers and allow for more backstage moments to be telecast.

This year's edition plans to use social networks during the telecast. ESPN plans to have athletes and presenters tweet and post Facebook updates during the show.

Mandt said a live fan vote will be used for one category, though organizers have not figured out which category yet.



HBO Sports, NFL Films to co-produce project

BY JOHN OURAND

STAFF WRITER

HBO Sports and NFL Films will co-produce a documentary on legendary football coach Vince Lombardi, marking the first time HBO has entered into a full 50-50 co-production with one of the leagues.

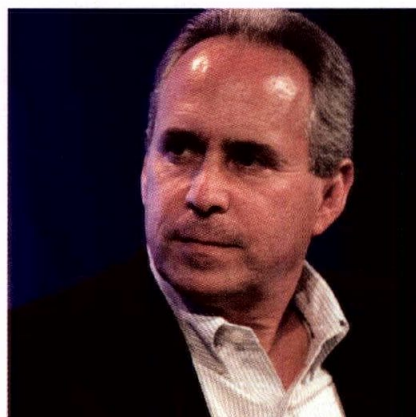
HBO will premiere the still-to-be-named documentary in December.

The premium cable network has had cooperation from the major U.S. sports leagues to produce documentaries. For example, HBO Sports President Ross Greenburg pointed to the NBA, which opened its archives for the "Magic & Bird: A Courtship of Rivals" documentary that premiered last month.

But this marks the biggest co-production undertaken by the HBO Sports division.

"It's a first for us," Greenburg said. "Some leagues are resistant to go into a pure co-production. With us and NFL Films, we can't wait to work together. [NFL Films President] Steve Sabol and I have known each other for 33 years. It took about five seconds for me to convince him to do this."

The documentary is in production, interviewing several retired NFL players who played for Lombardi, like Frank Gifford, Bart Starr and Jerry Kramer. Pro-



HBO's Ross Greenburg is working on a documentary about Vince Lombardi.

ducers also have interviewed Lombardi's brother and children.

Greenburg said the documentary will have no connection to the planned feature film from ESPN Films. Robert DeNiro has agreed to star as the coach. But the movie does not have a director or a script as of yet.

Greenburg suggested that his documentary could help shape the movie script. "This film could be a wonderful blueprint for them."

The Lombardi story is also headed to Broadway, as former Anheuser-Busch

marketing executive Tony Ponturo and Broadway producer Fran Kirmser will produce a play about the former coach. "Lombardi" should open in New York City next year.

HBO also has picked a date for its next documentary, "Broad Street Bullies," which will premiere May 4.

The network already screened it for some of the NHL's top brass, including Commissioner Gary Bettman, Deputy Commissioner Bill Daly and COO John Collins. Bettman also screened the show at a recent general managers' meeting, and some of those general managers screened it for their teams.

"This documentary doesn't have the power of recognition of 'Magic & Bird,'" Greenburg said. "But baby boomers remember the 'Broad Street Bullies.' When they came to town, you had to lock up your children."

Greenburg said he didn't feel any extra pressure given the success of ESPN's "30 for 30" documentary series.

"ESPN is using great filmmakers doing a lot of passion projects," Greenburg said. "We're going to keep our eye on the ball and go after subjects that make dramatic stories. Our stories impact people's hearts and minds."

Coke names Bea Perez CMO

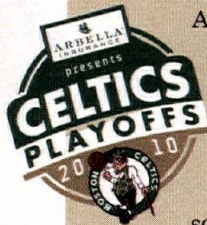
Coca-Cola reorganized its leadership ranks in North America, moving Katie Bayne from her post as CMO for Coca-Cola North America to president and general manager of sparkling beverages in North America. Bea Perez, who most recently served as Coca-Cola North America senior vice president of integrated marketing, replaces Bayne as CMO.



Gavin (left) and Joe Maloof have new titles as part of the restructuring.

Kings buy out Thomas

The Sacramento Kings have bought out team President John Thomas, ending an often contentious 11-year relationship as part of a shake-up within business operations. Joe Maloof will assume the title of CEO, while Gavin Maloof will become president.

Celtics sign playoff sponsor

The Boston Celtics signed the Arbella Insurance Group as presenting sponsor of the team's 2010 playoff run. Arbella, already a team sponsor, replaces the Massachusetts Lottery as the team's postseason presenting sponsor.

Moorad boosts Padres stake

San Diego Padres Vice Chairman and CEO Jeff Moorad's ownership group has made a \$45 million payment that effectively makes Moorad a co-owner with Chairman John Moores. Moorad has four years to complete a deal to buy the team from Moores.

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Athletes seeing strength in Hope

BY BRUCE SCHOENFELD

CORRESPONDENT

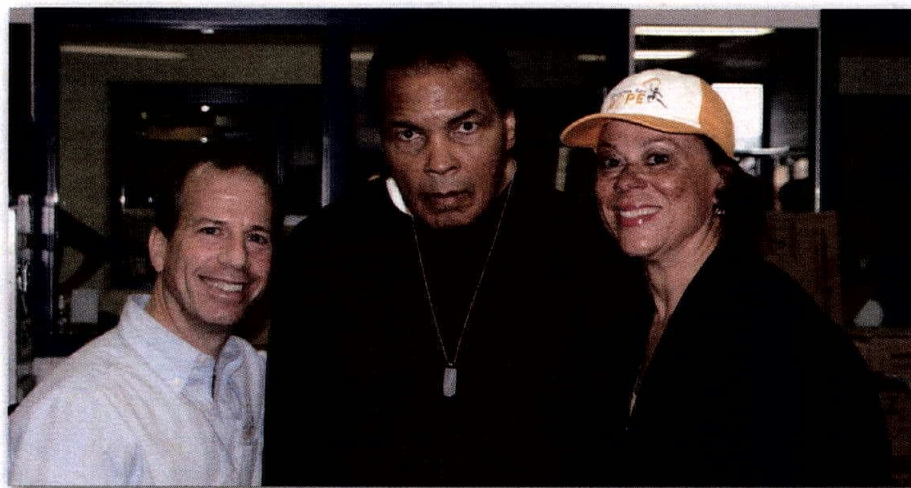
They lined up for autographs and photos like grade-schoolers, eager to meet their hero. At the San Diego Padres' fan-friendly training complex in Peoria, Ariz., such sessions are hardly a rare occurrence. Except that this time the major leaguers were the ones waiting patiently, chatting nervously, paper or baseballs in hand. And at the end of the line sat Muhammad Ali.

Ali and his wife, Lonnie, visited the Padres camp earlier this month on behalf of the nonprofit organization Athletes for Hope. Founded three years ago by former SFX executive Ivan Blumberg and a group of highly visible current and former athletes that included Andre Agassi, Lance Armstrong, Mia Hamm, Tony Hawk, Jeff Gordon, Mario Lemieux and Cal Ripken Jr., Athletes for Hope aims to help individuals and teams make a positive contribution to their communities, and to society at large.

"You'd be surprised how many want to do good but don't necessarily have the vehicle," Blumberg said.

It seemed critical to include Ali. He constructed the template for social involvement by an athlete by refusing to serve in the Army during the Vietnam War, though it meant the loss of his heavyweight title and his license to box, and has spent the last two decades championing social causes. Fortunately, he agreed. "We didn't have time to do this," Lonnie said. "But it was too important not to."

Athletes for Hope has 1,000 members

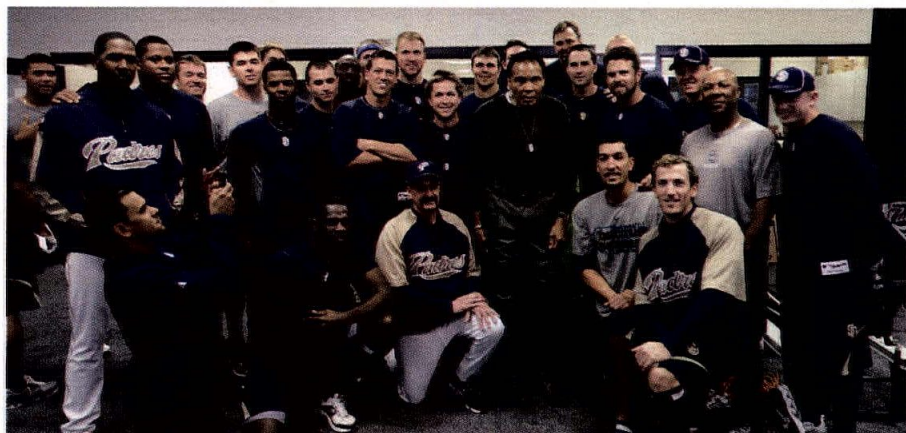


Athletes for Hope's Ivan Blumberg joined Muhammad Ali and wife Lonnie at a recent gathering.

Fine, stand over there. Can a rookie make as big an impact as a superstar? Is time less important, as important, or more important than writing a check?

"There are no right answers," Blumberg would say later. "The beauty of the interaction is that the athletes come to their own conclusions. It's not a workshop, it's a conversation."

Athletes for Hope's immediate goal is to get athletes more involved in community service and charity work. Occasionally, it happens through their own foundations, though Blumberg discourages that. "The leagues would tell you that too many professional athletes have foundations but don't operate them efficiently," he said. "For 98 percent of the athletes out there, it's a bad idea."



Padres players and staff were all smiles with The Champ in attendance at training camp.

across 50 sports, but the Padres presentation was the first time it had met with a Major League Baseball team. Ali was on hand to give it credibility, to capture the attention of players early on a chilly morning, and to provide an object lesson in what it can feel like for an ordinary fan to gain access to a favorite athlete.

When he entered the room, helped by Lonnie and an aide, the entire team stood and applauded. For the hour they spent in his presence, at least, none of these millionaire ballplayers seemed the slightest bit jaded or cynical. Instead, it was as though they were 9 years old again.

"It's such a thrill," said pitcher Mike Adams, who stood in line for 10 minutes for a photo with The Champ.

Ali is one of the tools that Blumberg uses to get athletes to engage with the idea of philanthropy. Another is an audience-participation exercise that has them move around the room in response to questions. Do you think that giving back to the community is an obligation for a major leaguer? If so, stand over here. Or is it merely an opportunity?

Instead, he tries to match players with existing organizations in hopes of finding one that inspires a lasting relationship. "Most of our guys definitely want to do something," said Bud Black, the Padres manager and a 15-year big leaguer. "I think finding that niche, something they feel passionate about, is the challenge."

Athletes for Hope is fully funded by five revenue streams, including private and corporate donations and the seed money from the founding athletes. All Blumberg asks from a player is permission to have a staffer make a 15-minute follow-up call in order to create a database of his interests, as well as ways in which he feels comfortable contributing. After that, the organization will work—in conjunction with each team's community relations staff, in the case of team sports—to unite him with an appropriate charity.

It isn't always easy. Etan Thomas of the NBA's Oklahoma City Thunder started with a personal appearance on behalf of Kaboom!, which builds playgrounds in his native Harlem. Then he did poetry readings

with kids and worked in prisons in Washington, D.C., where he was playing for the Wizards. All of those were fulfilling, but they still felt like obligations. It was only after Thomas underwent surgery to repair a leak in his aortic valve that he developed a strong interest in the American Heart Association. Athletes for Hope facilitated the match, Thomas filmed a public service announcement, and has since helped with fundraisers. If asked, he says he'd agree to be a national spokesman.

"I've worked for Athletes for Hope now with a lot of different things, and they've been able to make connections for me," Thomas said. "It's definitely not all talk. I would recommend them to anybody."

In a few small but tangible ways, Athletes for Hope appears to be changing the culture of sports philanthropy. Soon after it launched, the organization pitched the U.S. national women's soccer team. Hamm, Brandi Chastain, and the team's few other celebrity names had long since retired, and the players who remained figured they weren't famous enough to make much of a difference. Perhaps individually they weren't, but Blumberg sold them on the value of the national team brand and the concept of doing charity work together.

Now each time the team travels, someone calls the Athletes for Hope staff asking to be paired with a needy local charity. That validates Blumberg's contention that it isn't just superstars who can aid a cause.

"Over time, we'll have the ability to mobilize thousands of athletes," he said. "The next time there's a Hurricane Katrina or a catastrophe in a place like Haiti, the ability to communicate with and mobilize thousands of athletes will make a difference."

His long-term goal is even more ambitious: to weave a sense of community responsibility into the fabric of youth sports. He'd like every Little League or Pop Warner season to include some service component, and for high school teams to volunteer regularly. That program is being rolled out this summer in six markets in anticipation of a national launch in 2011.

If it works, the next generation of major leaguers won't need to see Muhammad Ali—or even Ivan Blumberg—to understand and appreciate the opportunities they have to make a positive impact on ordinary lives; they'll have been doing it since childhood. "We believe that within a decade we'll have moved the needle on that significantly," Blumberg said. "Ultimately, we hope, it will be part of every sports team's DNA."

Bruce Schoenfeld is a writer in Colorado.

Youth sports still in good shape, as girls volleyball qualifiers show

BY THERESA MANAHAN

STAFF WRITER

When more than 10,000 teenage girls descended on Denver for two weeks this month at one of USA Volleyball's 10 annual junior qualifiers, the event was significant for more than just the \$13 million economic impact that the city credits to it. It was a sign of how the market for youth sports is holding up in a shaky economy.

When times get tough, parents are more likely to cut back on their own expenses and keep spending on their kids, said Kay Rogness, founder and co-owner of Tournament Magic, which operates the Denver event, Colorado Crossroads, and another event in Atlanta, the Big South National Qualifier. Indeed, Colorado Crossroads, which this year hosted 10,570 girls ages 12-18 on 1,056 teams, saw attendance increase from last year, when 9,500 girls attended on 950 teams.

Other events in the youth volleyball industry expect similar results this year, and the numbers seem to be holding up in other youth sports. Pop Warner, for example, had 281,000 athletes in 2009, an increase of 1,000 from the year before. Little League had 2.53 million players in 2009, a dip from 2.59 million in 2008.

It's the continuation of a trend that Rogness has seen developing for years. In 1994, Colorado Crossroads drew just 1,280 players. The Big South National Qualifier run by Tournament Magic, which Rogness operates with partner Lauri Dagostino, had 8,400 attendees last year, up from 3,850 in 2000.

That kind of steady growth has helped keep youth sports sponsors involved and host cities happy.

The junior qualifiers, which determine which players advance to the junior national championship, each have five to 10 sponsors, ranging from title sponsors to exclusive providers. Though financial commitments can vary, Tournament Magic's sponsors pay anywhere from the low five figures to the low six figures per year.

Georgia-based Mizuno title sponsors the Minneapolis junior qualifier, called Mizuno Northern Lights; the Mizuno Hoosiers Midwest Qualifier, played over two weekends in St. Louis and Indianapolis; and the Mizuno



A USA Volleyball junior qualifier brought more than 10,000 girls and \$13 million to Denver this month. The number of players was up more than 10 percent from last year's event.

Lone Star Classic in Dallas. Mizuno is the official footwear and apparel provider of USA Volleyball, a relationship that extends to being the exclusive seller of apparel and footwear products at both the girls and boys junior national championships.

"As far as sales, our dealers will make between \$30,000 to \$60,000 in product sales alone," said Emily Knight, Mizuno's volleyball promotions coordinator. "A portion of that does come back to us, but for the most part it does go to the dealer. The branded value is hard to name as it is so important to have the brand in front of the girls."

And there are plenty of young eyes at these events. The Big South National Quali-

fier in Atlanta brought in 840 teams last year, each paying a \$775 entry fee. Admission to the event is \$7 for a day or \$15 for the weekend. Last year, 48,000 spectators came to watch.

The city of Atlanta estimates an economic impact of \$30 million from hosting the tournament, but says the benefits of hosting youth sports go beyond the dollars.

"This type of amateur athletic event tends to come on weekends," said Mark Vaughan, executive vice president and chief sales and marketing officer for the Atlanta Convention and Visitors Bureau, "when our convention business is not as active as it is during the week."

'Techno-geek' develops tool for coaches, scouts

Mark Swindle, a 42-year-old self-described techno-geek, has built a technology business out of his knowledge of girls volleyball.

Swindle had noticed during a tournament that coaches and scouts spent a lot of time lugging around heavy books containing player profiles and coded, often indecipherable schedules. So seven years ago Swindle, an assistant coach at the Air Force Academy, a club director of a 200-player nonprofit volleyball organization and a coach for a New Mexico juniors team, launched University Athlete and introduced UA Recruiter, a tool that pulls together all of that information.

He launched his system on Palm Pilot, giving it a trial run with 50 coaches one morning at a Las Vegas tournament. By the end of the day, Palm Pilots were hard to find in Vegas, and coaches were having them overnighted from other parts of the country.

Today, UA Recruiter boasts a database of more than 100,000 girls volleyball athletes ages 12-18. More than 1,500 clients pay \$125 to \$500 annually for the system, which is used at more than 25 girls volleyball tournaments a year, including all 10 of USA Volleyball's junior qualifiers.

The Albuquerque company has become his full-time job for eight months a year, and has three full-time programmers and about a half-dozen part-timers. University Athlete has moved from the PDA format and is accessible on BlackBerrys, iPhones, Windows Mobile and, soon, Android.

New this year is an iPhone app that allows coaches to capture video of athletes and upload it to their notes. And what's next? Swindle plans to enter the basketball market next year.

— Theresa Manahan

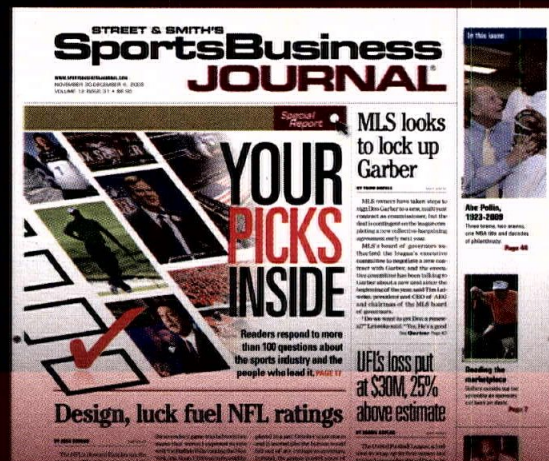


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NFL's split with Sprint quickly became an ugly divorce



THE LEFTON
REPORT
TERRY LEFTON

This reporter has been married to the same saintly woman for 30-plus years, so while we don't know much about separations, we are certain there is no easy way to say "I want a divorce" after a lengthy relationship. We have heard tales of amicable breakups, but **Sprint's** recent separation from the NFL was not one of those.

We can't blame the NFL for taking the bigger bucks and opting for No. 1 cell carrier **Verizon Wireless'** considerably larger network. Still, Sprint marketers headed to the Super Bowl last month thinking "we were very, very close" to renewing the league deal they originally signed in 2005. Until word slipped out at the Friday night Commissioner's Party that Sprint was out. That left its marketers, including **Bill Morgan**, senior vice president of corporate marketing, scrambling since top personnel, including CEO **Dan Hesse**, were arriving imminently without knowing that the NFL had hung up on Sprint.

Perhaps they were misguided to expect a smoother transition, but recall the hundreds of millions that Sprint had spent



The league dumped Sprint in favor of bigger bucks offered by Verizon Wireless.

promoting the NFL in its two separate stints as NFL sponsors, including an ad for its **Boost Mobile** brand in this year's Super Bowl. At a minimum, Sprint shouldn't have left that relationship rooting for an NFL work stoppage. "They [the NFL] did what they did with good justification," said one senior marketer familiar with the deal. "The way they handled the transition — or at least that portion — was as bad as I have ever seen."

We note that Sprint's exclusive negoti-

ating window expired well before the last NFL season started, but we also know that the dynamism of the wireless market cannot be overstated. The NFL's side of all this? "We enjoyed the Sprint partnership and working with their entire organization," said **Brian McCarthy**, vice president of communications.

We will be interested to see where Sprint goes after its NFL league sponsorship. There has been some chatter that Sprint will retain some sort of football presence on its handsets. Recalling that Sprint is title sponsor of NASCAR's top circuit, the company does not strike us as an ambusher of any sort. Still, it closed last season with around eight NFL team deals, so a locally based NFL content platform is a possibility, or perhaps one based on NFL media buys. Sprint is the incumbent sponsor of CBS's Sunday NFL halftime show. As one marketer with hands on the wheel advised us, any replacement NFL deal "doesn't have to be sports or even sponsorship necessarily, just some platform or programming that drives customer acquisition or subscription revenue."

We hope that one ends more smoothly.

► **GROWING AUTHORITY:** Fox NFL analyst **Michael Strahan** is rapidly becoming the face of **The Sports Authority**, the full-line sporting-goods retailer that has 462 stores in 45 states.

The follow-up to the "fish-out-of-water" in-house Sports Authority TV ad that had Strahan hitting baseballs while touting **Easton** bats is an ad where the former New York Giants defensive end plays lacrosse. The sporting goods retailer will follow up those this year with Strahan in golf, soccer, football and holiday spots.

► **HERE & THERE:** **Carmine Parisi**, former NFL business development vice president, (NOT the source for the Sprint story above, for all you NFL plumbers) has resurfaced as senior vice president of sales for the **Outside Television Network**, formerly the Resort Sports Network, which has around 2 million subscribers in more than 100 resorts like Aspen, Colo., and Key West, Fla. The rebranding followed a minority stake investment by Outside magazine publisher **Mariah Media** and the relaunch is slated for June. Parisi, who was at the NFL for three years, will also sell for **Outsidetelevision.com**. ... Olympic skiing medalist **Lindsey Vonn** has retained **PMK-BNC** for media relations. She will work with Executive Vice President **Lewis Kay** and join a roster that includes **Danica Patrick**, **Serena Williams**, **Carmelo Anthony** and **Bill Simmons**. **IMG** continues to handle efforts for Vonn outside of PR.

Terry Lefton can be reached at tlefton@sportsbusinessjournal.com.

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Tebow on the clock considering whether to accept draft invite



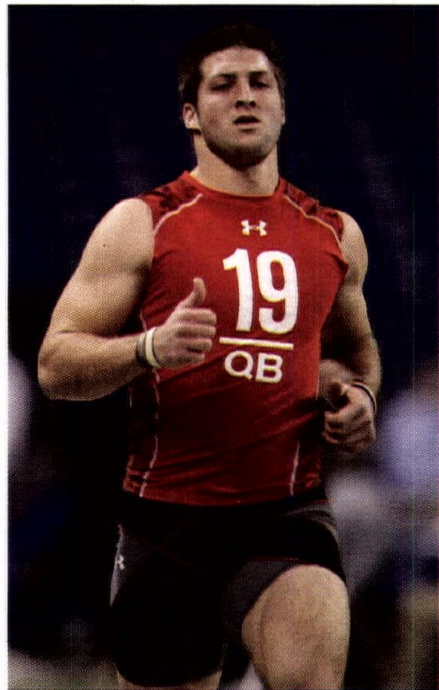
LABOR &
AGENTS
LIZ MULLEN

Florida quarterback **Tim Tebow** expects to make a decision this week on whether to accept the NFL's invitation to attend the draft in New York next month, his agent, **Jimmy Sexton**, said last week.

Invitations are traditionally extended to top draft prospects, who are shown waiting in the green room for their names to be called. Tebow is an unusual case, though. He's the most famous and most decorated college football player of his era but no shoo-in to be taken in the first round.

Top NFL agents typically advise their clients not to attend in person if they think the player won't be drafted quickly and will be forced to sit and wait for what may seem like an eternity — something that is great for television ratings but a not-so-great experience for the player.

Gil Brandt, the former head of personnel for the Dallas Cowboys who advises the NFL on invitations, said he called Tebow about three weeks ago. "I said, 'Tim, if you were invited, would you like to come to the draft?'" Brandt said last



Tim Tebow is projected to be drafted anywhere from the first round to the third.

week. "He was home in Jacksonville and he said, 'Let me think about it.'"

Meanwhile, sources said, the NFL has also invited Oklahoma quarterback **Sam Bradford**, Nebraska defensive tackle **Ndamukong Suh**, Oklahoma defensive tackle **Gerald McCoy**, Oklahoma State offensive tackle **Russell Okung**, Iowa

offensive lineman **Bryan Bulaga**, Tennessee defensive back **Eric Berry**, Tennessee defensive tackle **Dan Williams**, Oklahoma offensive tackle **Trent Williams**, Georgia Tech defensive lineman **Derrick Morgan** and Penn State defensive tackle **Jared Odrick**.

Brandt would neither confirm nor deny that the NFL had invited those players, all of whom were ranked as first-round picks by at least one if not all four mock drafts at draft site NFLDraftScout.com. Tebow was not ranked as a first-round pick in any of the four mock drafts last week.

Asked whether he viewed Tebow as a first-round draft pick, Brandt said, "I do," but added, "I seem to be in the minority."

The first round of the NFL draft moves to Thursday night this year and will be held April 22. The second and third rounds will be April 23, and the fourth through seventh rounds the day after.

Because of the change, Brandt said, the NFL will invite players expected to be drafted in the second round to attend Friday night. He said he would probably begin inviting those players this week.

➤ **BEST SIGNS COACHES, BROADCASTERS:** Blue Entertainment Sports Television has signed Memphis Grizzlies assistant coach **Damon Stoudamire** and former NBA player **Jeff**

Hornacek for coaching representation. BEST also signed former MLB player **Kenny Lofton** for broadcast work.

BEST agents **Lon Rosen**, **Brooks Downing** and **Jason Charney** will represent the clients.

➤ **ANDREA KREMER TO OCTAGON:** Octagon signed NBC Sports and "Sunday Night Football" sideline reporter **Andrea Kremer** for representation.

"We look forward to helping her accomplish all her media-related goals while also broadening her profile with opportunities in new and complementary areas," said **Phil de Picciotto**, president of Octagon Athletes & Personalities, in a statement. Kremer was represented by IMG.

➤ **CAA ADDS BROADCASTERS:** CAA Sports has signed NFL analyst **Tim Ryan** and ESPN college football analyst/insider **Joe Schad** for representation. A team of CAA agents, led by **Trace Armstrong** and **Andy Elkin**, will represent Ryan and Schad.

Ryan, who co-hosts the **Sirius/XM Radio** show "Moving the Chains," was represented by **Game Plan**. Schad was unrepresented.

Liz Mullen can be reached at lmullen@sportsbusinessjournal.com. Follow her on Twitter @SBJLizMullen.

Bunker busters: Air Canada Centre combining suites into club



BREAKING
GROUND
DON MURET

Air Canada Centre officials are adjusting the arena's premium-seat mix in Toronto for the first time in the building's 11-year history, expanding the list of venues repositioning their top-end inventory.

For next season, Maple Leaf Sports & Entertainment, the owner of the arena, the Maple Leafs and the Raptors, will reduce its number of event-level platinum lounges from 40 to 28, said **Bob Hunter**, the arena's executive vice president and general manager.

Those spaces, commonly called bunker suites, have no views of game action but are each tied to 10 of the best seats in the house for basketball and hockey, and include tickets to all events.

This year, a few platinum lounges were not renewed for the first time since Air Canada Centre opened in February 1999, Hunter said. They range in price from \$442,000 to \$467,000 annually and carry multiyear commitments.

By knocking down the walls of 12 units, Maple Leaf Sports is creating the Chairman's Club, which will have 120 seats available.

The price point has not been set, but the revamped area will provide the flexibility for companies and individuals to buy seats at a fraction of the cost to buy a platinum lounge, Hunter said. Food and drink will be an additional fee, as was the case with the platinum lounges.

In the upper deck on the arena's west side, Maple Leaf Sports is converting eight of 24 loge suites, priced at



The number of platinum lounges will drop from 40 to 28.

\$79,000 to \$86,000, into regular seats. The group is pitching the revamped area to one of its existing sponsors to use for its clients.

If a deal is not done, the alternative is to make those 124 seats, an increase over the current 64, available for single-game sales and create affordable ticket prices of \$15 to \$18 for the Raptors and \$25 to \$30 for the Maple Leafs, Hunter said.

The capital investment is \$2.26 million for both projects.

➤ **CHANGING OF THE GUARD:** There's been considerable movement within the ranks of veteran big league facility managers the past six weeks, including changes at two of Florida's three NFL stadiums.

The most recent departure is **Pat Fitzgerald**, vice president of facility operations at **Quicken Loans Arena** in Cleveland. Fitzgerald opened the former Gund Arena in 1994, one year after he was hired. As of March 1, he was no longer employed by the Cavs, a team spokesman confirmed.

The club is searching for Fitzgerald's replacement, according to online job listings. The Cavs are not releasing any further information about his exit, and Fitzgerald did not respond to an e-mail for comment.

In Miami, **Bruce Schulze**, former president of **Sun Life Stadium**, is gone after the Dolphins, the facility's owner, eliminated his position, team spokesman **George Torres** said. **Todd Boyan**, the stadium's vice president and general manager, is now in charge. The team declined further comment.

Schulze had been with the stadium since 1992, when he was named the Florida Marlins' director of operations and administration. Schulze rose through the ranks of facility administration to become president in October 1999.

By cutting administrative payroll, the Dolphins could be reallocating funds to help pay for a \$189 million stadium renovation to remain in the Super Bowl rotation, said **Jim Riordan**, director of the MBA in Sport Management program at Florida Atlantic University and a former SMG arena manager.

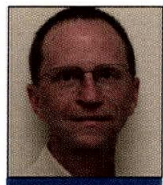
"The Dolphins are doing a thorough analysis of their personnel," he said. "We have a few alums and students working there who are waiting to hear what their future with the organization will be."

In Jacksonville, **Larry Wilson** has replaced **Bob Downey** as SMG's general manager of **Jacksonville Municipal Stadium**, home of the Jaguars. Downey resigned his position in mid-February after 15 years on the job, according to local reports.

Downey returned a call for comment too late for inclusion in this story. SMG executive **Hank Abate** did not return an e-mail for comment. Wilson comes from the University of Virginia's John Paul Jones Arena.

Don Muret can be reached at dmuret@sportsbusinessjournal.com. Follow him on Twitter @breakground.

Use of technology by fans offers industry lots of room to grow



RICH LUKER

It might feel like every sports fan is dependent on the Internet, cell phones and game systems to fulfill their sports desires, but in reality, we are only half-way there.

Watch the research numbers closely when they suggest large percentages are on board. Most are based on those who use technology or talk about the percentage increase over the past year. But when you base it on the population or even on all sports fans, the numbers are still quite small.

Some examples:

- PricewaterhouseCoopers reports 17 million online game subscribers. That is about 6 percent of the population or 17 percent of households. The same research reported roughly 20 million subscribers to mobile Internet access of any kind, not just for sports, or about 7 percent of the population.

- Nielsen Online reported ESPN.com topped video streaming in December, but less than 8.5 million unique users or 2.8 percent of the population.

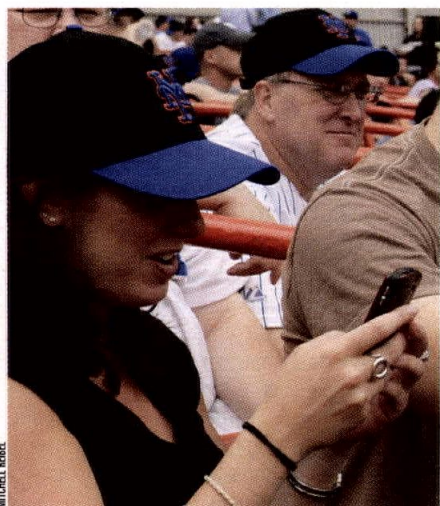
Not only is the use of technology limited, but nearly half of all sports fans today say that technology is "not at all important" to their enjoyment of sports. Today, we are expecting technology to deliver too much of the marketing value in sports. Here are findings from five recent national studies to back that up:

1. The shift from newspapers to TV and now to the Internet is one of the most dramatic changes in how fans follow sports.

Fifteen years ago, the local newspaper dominated as a lead source for sports information (see top chart). The Internet is the leader now, but with only 33 percent of fans. The landscape for sports information has diversified. The future may be dominated by technology, but how likely is it that any one form of technology will dominate the way newspapers did?

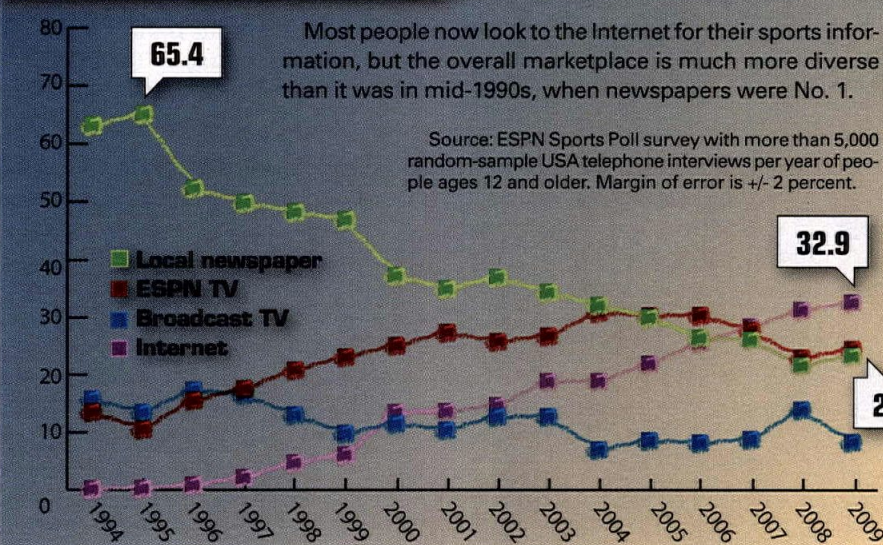
2. Less than half of Americans (39.6 percent) ever use the Internet to get sports information.

In addition, the use of mobile devices for sports is below 10 percent penetration.



The use of mobile devices in sports peaks with the 25- to 34-year-old age group.

SOURCE OF SPORTS NEWS



FUTURE FIVE

What will be the most important issue of the second quarter?

ISSUE	SCORE (% OF 1ST-PLACE VOTES)
1. State of U.S. economy	230 (50)
2. Ability of middle-income American families to spend money on sports	208 (23)
3. How financial pressure companies feel will affect sports investments	173 (10)
4. Pending league/union labor negotiations	126 (3)
5. Competition for American sports sponsorship dollars	125 (0)

Note: Results from a panel of 30 industry leaders. Participants ranked each of 10 issues, with 10 points being assigned for a 1st-place vote, nine for a 2nd-place vote, down to one point for a 10th-place vote. Percentages have been rounded. Only the top five are listed.

3. More than half of all Americans said they were "not at all likely" to spend discretionary income on technology in 2009.

American businesses are focused on developing new technologies for marketing, but the everyday American has yet to share that priority. The August 2009 Luker on Trends/ICR survey of 1,074 Americans ages 18 and older found that two-thirds said they had less to spend than they did in 2008. When asked how they would spend the money left after paying their bills, 54 percent said they were not at all likely to spend it on technology.

4. Going into 2010, less than 40 percent of Americans said it was important for companies to sponsor technology opportunities (39 percent) or sports (35 percent).

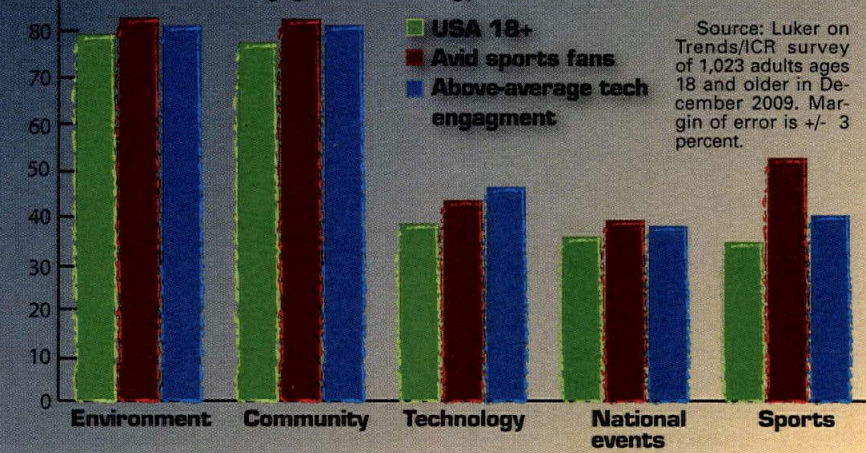
The top three Future Five issues (see above) are economy-based. The December 2009 Luker on Trends/ICR survey found Americans taking a more positive view of the economy. Sixty-three percent said they expected the American economy to be better in 2010, and 57 percent said they expected their own financial situation to improve in the new year.

But even with that more optimistic view of the economy, corporate investment in technology or sports was not a high priority to more than half of American adults (see chart below).

5. About half of Americans (53 percent) and sports fans (48 percent) say technology is "not at all important" to their enjoyment of sports. Going beyond mere use of technology, a February 2010 Luker on

SPONSORSHIP PRIORITIES

More sports sponsorship is important to only about half the biggest sports fans, and more tech sponsorship is important to less than half of those most engaged in technology.



FORWARD THINKING WITH...



CHRIS WEIL
CHAIRMAN AND CEO
MOMENTUM WORLDWIDE

Are we overplaying the importance of technology in the sports space today at the expense of better and more-engaged personal experiences?

"I believe in the power of personal, live experiences to build the business and profits of sponsors. We know technology is one tool to accomplish those goals, but we use technology to facilitate personal experience, not as an end. We have seen companies invest considerable dollars in digital opportunities without a clear focus. Most of those efforts fail because they are not grounded in building enriched personal experiences. As long as we think of technology as the destination, we are overplaying the importance."

Trends/ICR survey question asked: "How important to your enjoyment of sports is access to games, events and information through technology such as the Internet or on a cell phone?" Less than one-third of the most-avid sports fans said technology was very important to their enjoyment.

Bright side to a cup half full

If you have been thinking that most American sports fans are already heavily using technology in sports, the good news of the cup half full is that we have a lot of room to grow. Half of avid sports fans are above average in their general engagement with technology outside of sports. In general, the bigger the sports fan, the more engaged they are in technology.

Generally, younger people are even more connected to both sports and technology. But the youngest are not the leaders in sports today. For example, the peak use of the Internet in sports is among those 18-34, not those 12-17. Similarly, use of mobile devices in sports peaks at ages 25-34 (46 percent), followed by 18-24 (38 percent), then those 12-17 (32 percent).

What's the point of this trend?

It's time to recalibrate our expectations regarding the use of technology in sports. There are too many measures essentially saying the current top end for even the best technology applications is 50 percent, and that is extremely rare. Less than half are using any specific technology application in sports. Less than half of fans say they want it; less than half want companies to sponsor it.

There can be no doubt that, over time, technology will become an even more desired and valued element of the sports experience. But for now, we as an industry are far more focused on the role of technology in sports than are more than half of American fans.

Rich Luker (rich@lukerco.com) is a consultant with The Luker Co.

NHL

(THROUGH MARCH 23)

Home team	Dates	Total	Avg.	% cap.	Previous	Change	Dates (2008-09)	Max.	Min.	98%+	75%-
Anaheim Ducks	37	557,629	15,071	87.8%	16,953	-11.1%	37	17,281	13,023	2	0
Atlanta Thrashers	37	499,312	13,495	72.8%	14,444	-6.6%	35	18,545	9,179	1	21
Boston Bruins	35	607,718	17,363	98.9%	16,999	+2.1%	37	17,565	16,158	27	0
Buffalo Sabres	36	666,245	18,507	99.0%	18,512	0.0%	36	18,690	17,459	30	0
Calgary Flames	38	732,982	19,289	100.0%	19,289	0.0%	37	19,289	19,289	38	0
Carolina Hurricanes	37	555,966	15,026	80.4%	16,327	-8.0%	36	18,680	6,896	2	10
Chicago Blackhawks	37	785,821	21,238	107.7%	21,754	-2.4%	34	22,309	19,717	37	0
Colorado Avalanche	35	481,419	13,755	76.4%	15,595	-11.8%	35	18,007	11,012	6	20
Columbus Blue Jackets	36	549,312	15,259	84.1%	15,400	-0.9%	36	19,136	12,391	7	10
Dallas Stars	37	635,093	17,165	92.6%	17,682	-2.9%	36	18,532	15,571	10	0
Detroit Red Wings	35	683,488	19,528	97.3%	19,835	-1.5%	35	20,066	17,645	23	0
Edmonton Oilers	38	639,882	16,839	100.0%	16,839	0.0%	34	16,839	16,839	38	0
Florida Panthers	36	550,476	15,291	79.4%	15,474	-1.2%	37	19,851	10,843	4	12
Los Angeles Kings	36	619,263	17,202	94.9%	16,373	+5.1%	38	18,118	13,853	22	0
Minnesota Wild	37	680,145	18,382	101.8%	18,568	-1.0%	37	19,342	18,071	37	0
Montreal Canadiens	36	765,828	21,273	100.0%	21,273	0.0%	35	21,273	21,273	36	0
Nashville Predators	36	534,683	14,852	86.8%	14,763	+0.6%	36	17,113	10,581	3	4
New Jersey Devils	36	549,839	15,273	86.7%	15,678	-2.6%	37	17,625	5,580	11	3
New York Islanders	35	442,823	12,652	77.9%	13,615	-7.1%	35	16,250	7,842	3	14
New York Rangers	38	686,528	18,067	99.3%	18,170	-0.6%	37	18,200	13,128	37	1
Ottawa Senators	38	690,720	18,177	94.9%	18,900	-3.8%	38	20,500	16,063	16	0
Philadelphia Flyers	36	702,195	19,505	99.8%	19,528	-0.1%	36	19,858	18,667	33	0
Phoenix Coyotes	38	440,091	11,581	67.6%	14,955	-22.6%	36	17,534	5,855	4	28
Pittsburgh Penguins	35	597,532	17,072	100.8%	16,961	+0.7%	37	17,132	16,960	35	0
San Jose Sharks	36	632,094	17,558	100.0%	17,488	+0.4%	37	17,562	17,424	36	0
St. Louis Blues	35	661,121	18,889	98.6%	18,482	+2.2%	37	19,150	17,107	29	0
Tampa Bay Lightning	37	572,099	15,462	78.3%	16,408	-5.8%	37	20,230	12,154	4	18
Toronto Maple Leafs	36	693,468	19,263	102.4%	19,295	-0.2%	35	19,617	18,830	36	0
Vancouver Canucks	36	677,160	18,810	100.0%	18,630	+1.0%	37	18,810	18,810	36	0
Washington Capitals	34	621,418	18,277	100.0%	18,078	+1.1%	37	18,277	18,277	34	0
TOTALS	1,089	18,512,350	16,999	92.3%	17,404	-2.3%	1,087	22,309	5,580	637	141

Note: Attendance totals for the Bridgestone Winter Classic and European Premiere Series games reflect the home team's capacity figure for each game.

Leaders



TOTAL

Chicago Blackhawks	785,821
Montreal Canadiens	765,828
Calgary Flames	732,982

AVERAGE PER GAME

Montreal Canadiens	21,273
Chicago Blackhawks	21,238
Detroit Red Wings	19,528

PERCENT OF CAPACITY

Chicago Blackhawks	107.7%
Toronto Maple Leafs	102.4%
Minnesota Wild	101.8%

GAIN FROM LAST SEASON

Los Angeles Kings	+5.1%
St. Louis Blues	+2.2%
Boston Bruins	+2.1%

LOSS FROM LAST SEASON

Phoenix Coyotes	-22.6%
Colorado Avalanche	-11.8%
Anaheim Ducks	-11.1%

% CAPACITY OF 98%+

Calgary Flames	38
Edmonton Oilers	38
3 teams	37

% CAPACITY OF 75%-

Phoenix Coyotes	28
Atlanta Thrashers	21
Colorado Avalanche	20

NBA

(THROUGH MARCH 23)

Home team	Dates	Total	Avg.	% cap.	Previous	Change	Dates (2008-09)	Max.	Min.	98%+	75%-
Atlanta Hawks	35	567,472	16,213	86.6%	16,370	-1.0%	35	20,150	9,695	8	7
Boston Celtics	33	614,592	18,624	100.0%	18,624	0.0%	35	18,624	18,624	33	0
Charlotte Bobcats	33	515,800	15,630	81.9%	14,129	+10.6%	37	19,568	9,380	8	12
Chicago Bulls	34	702,787	20,670	98.8%	21,260	-2.8%	33	23,129	17,872	20	0
Cleveland Cavaliers	35	719,670	20,562	100.0%	20,500	+0.3%	33	20,562	20,562	35	0
Dallas Mavericks	36	718,881	19,969	104.0%	20,018	-0.2%	33	20,505	19,511	36	0
Denver Nuggets	36	641,148	17,810	93.0%	17,170	+3.7%	35	19,996	14,570	18	0
Detroit Pistons	36	658,446	18,290	82.9%	21,850	-16.3%	36	22,076	14,123	6	8
Golden State Warriors	36	645,493	17,930	91.5%	18,910	-5.2%	35	20,038	15,468	7	0
Houston Rockets	35	579,796	16,566	91.8%	17,416	-4.9%	37	18,306	12,845	10	1
Indiana Pacers	33	458,341	13,889	76.5%	13,801	+0.6%	33	18,165	10,627	6	18
Los Angeles Clippers	35	563,964	16,113	84.5%	15,893	+1.4%	36	19,388	13,614	4	5
Los Angeles Lakers	37	702,889	18,997	100.0%	18,997	0.0%	36	18,997	18,997	37	0
Memphis Grizzlies	37	498,646	13,477	74.4%	12,667	+6.4%	36	18,119	10,012	3	21
Miami Heat	37	650,760	17,588	89.7%	18,119	-2.9%	36	19,600	14,443	10	2
Milwaukee Bucks	33	492,232	14,916	79.7%	15,288	-2.4%	36	18,717	11,685	4	13
Minnesota Timberwolves	35	517,466	14,785	76.4%	14,262	+3.7%	36	19,356	11,137	3	21
New Jersey Nets	34	441,181	12,976	68.4%	15,108	-14.1%	35	17,525	9,220	0	25
New Orleans Hornets	34	508,155	14,946	87.0%	16,902	-11.6%	36	19,954	12,884	4	1
New York Knicks	38	740,351	19,483	98.6%	19,242	+1.3%	36	19,763	17,242	31	0
Oklahoma City Thunder	34	610,337	17,951	98.6%	18,644	-3.7%	36	18,203	16,920	25	0
Orlando Magic	35	611,135	17,461	100.0%	16,957	+3.0%	34	17,461	17,461	35	0
Philadelphia 76ers	35	496,237	14,178	69.8%	15,232	-6.9%	34	20,809	10,054	3	23
Phoenix Suns	37	649,894	17,565	95.3%	18,422	-4.7%	36	18,422	15,116	20	0
Portland Trail Blazers	36	737,298	20,481	102.5%	20,501	-0.1%	35	20,688	20,106	36	0
Sacramento Kings	36	477,595	13,267	76.6%	12,345	+7.5%	34	17,361	10,021	3	18
San Antonio Spurs	35	630,190	18,005	96.9%	18,179	-1.0%	35	18,581	16,888	17	0
Toronto Raptors	34	607,550	17,869	90.2%	18,930	-5.6%	34	20,152	15,167	7	0
Utah Jazz	37	715,162	19,329	97.1%	19,902	-2.9%	35	19,911	17,565	23	0
Washington Wizards	35	569,952	16,284	80.7%	16,319	-0.2%	36	20,173	10,422	10	15
TOTALS	1,056	18,043,420	17,087	89.3%	17,385	-1.7%	1,054	23,129	9,220	462	190

Leaders



TOTAL

New York Knicks	740,351
Portland Trail Blazers	737,298
Cleveland Cavaliers	719,670

AVERAGE PER GAME

Chicago Bulls	20,670
Cleveland Cavaliers	20,562
Portland Trail Blazers	20,481

PERCENT OF CAPACITY

Dallas Mavericks	104.0%
Portland Trail Blazers	102.5%
4 teams	100.0%

GAIN FROM LAST SEASON

Charlotte Bobcats	+10.6%
Sacramento Kings	+7.5%
Memphis Grizzlies	+6.4%

LOSS FROM LAST SEASON

Detroit Pistons	-16.3%
New Jersey Nets	-14.1%
New Orleans Hornets	-11.6%

% CAPACITY OF 98%+

Los Angeles Lakers	37
Dallas Mavericks	36
Portland Trail Blazers	36

% CAPACITY OF 75%-

New Jersey Nets	25
Philadelphia 76ers	23
Memphis Grizzlies	21
Minnesota Timberwolves	21

% cap.: Total as a percentage of seats available at home games. Previous: Last season's average on same date.
Change: Difference between current average and last season's average. Max.: Highest single-game count for current season.
Min.: Lowest single-game count for current season. 98%+: Number of current-season games with total being at least 98 percent of available seats. 75%+: Number of current-season games with total being less than 75 percent of available seats.

Notes: Teams can exceed 100% capacity because of standing-room-only ticket sales. Data based on totals posted immediately following games. It may not reflect any subsequent adjustments made by teams and leagues.
Compiled by: Brandon McClung

Cubs ■ Ricketts family gets to work revamping one of the most prized possessions in all of sports

FROM PAGE 1

Ricketts, who with his family purchased the Cubs, Wrigley Field and related assets last year from the Tribune Co. for about \$845 million, may be rebuking the Curse of the Billy Goat, the famed 1945 legend that marks the team's last World Series appearance. But in reality, he's trying to overcome more than any alleged curse. Ricketts and his family inherit one of the crown jewels of the entire sports industry, but also a franchise badly in need of modernization and attention in nearly every key area.

There is no dispute the Cubs are a widely beloved institution. The club has drawn more than 3 million people to Wrigley Field — generally considered one of the most popular ballparks anywhere along with Fenway Park, Yankee Stadium and Dodger Stadium — each of the last six years, and holds a strong national following thanks in part to its distribution on WGN-TV.

But Wrigley Field fell in visible disrepair during the latter stages of the Tribune Co.'s three-decade ownership of the team. And even as new business ventures such as corporate signage within the famed outfield

The new ownership quickly got to work sprucing up 96-year-old Wrigley Field.



BETTY HANES

"This is basically a 125-year-old startup. The brand needs to be dusted off a bit, but we're going to get to the point where we're the innovators."

WALLY HAYWARD

CHIEF SALES AND MARKETING OFFICER,
CHICAGO CUBS

wall ivy were occasionally pursued, and night baseball arrived to Wrigley under Tribune's control, the club struggled mightily with developing a systemic operational plan that would meet present-day challenges while also building for long-term success.

"Tribune was a good owner, but they were too tied to [financial] analysts and to the stock. There were some natural constraints," said Cubs President Crane Ken-

ney, who ran the team for Tribune Co. and has been retained by the Ricketts family in a new four-year contract.

Kenney was one of about 100 full-time employees working for the Cubs that, during the Tribune days, represented the smallest front office in baseball. The Ricketts family has since boosted the count by more than a dozen people. "In many ways, we were starved for capital, particularly for non-revenue projects. We were given plenty of resources for payroll. But getting capital for other things that didn't necessarily have a direct return was much tougher."

All that has dramatically changed in a few short months, with the remaking of the Cubs now standing as perhaps the most important and prominent story of the 2010 MLB season.

The arrival of the Ricketts family has prompted an aggressive plan to revamp the 96-year-old Wrigley, with the first phase of work featuring a new, PNC Bank-sponsored club area done this past offseason. It will

culminate in 2014 with the opening of a six-story, 400,000-square-foot building adjacent to the ballpark to house team offices, premium space, a team museum, hotel, retail shops, restaurants and other areas.

Plans to build a new spring training complex in Mesa, Ariz., though now hampered by political division within the Arizona statehouse and the Cactus League, call for the construction of what would essentially be Wrigleyville West.

And the club has begun to alter how it communicates with the public, with the family making a high-profile appearance during the Cubs Convention in January, vowing to be a visible presence at the ballpark and to the media, and launching a new marketing campaign called "Year 1" that acknowledges the club's historic roots while firmly outlining the new era's beginning.

"This is basically a 125-year-old startup," said Wally Hayward, the former Relay Worldwide and Chicago 2016 executive who was hired in November as the Cubs'

chief sales and marketing officer. "The brand needs to be dusted off a bit, but we're going to get to the point where we're the innovators."

On one level, the story of a new owner coming with a bold new plan is hardly new. But this one involves the iconic Cubs brand and, interestingly, includes no Daniel Snyder-type bluster. There have been no mass firings, no senior leadership changes thus far aside from the addition of Hayward and extension to Kenney, and no nasty and public repudiation of all that has come before. Instead, this story involves the relentless development of a blueprint to get the Cubs their first World Series title since 1908 and revive the franchise top to bottom.

"If baseball didn't prohibit us from buying into more than one franchise, I'd want stock in the Cubs," said Boston Red Sox President Larry Lucchino. The Red Sox and their renaissance under the management of Lucchino and owners John Henry and

See **Cubs** Page 15

Meet the family

While Tom Ricketts is the chairman and lead executive for the Cubs, he will be leaning extensively on his three siblings, each directors of the team, for assistance. Here's a look at the Ricketts family:

TOM RICKETTS

Cubs focus: Chairman
Outside the team: Chairman and CEO, Incapital

PETE RICKETTS

Cubs focus: Strategic planning
Outside the team: Founder of Drakon; chairman of the Children's Scholarship Fund of Omaha; president of the Platte Institute for Economic Research; former Ameritrade senior executive with his father, and still on the company's board of directors; investor in startups

LAURA RICKETTS

Cubs focus: Government and community relations, philanthropic efforts
Outside the team: Lawyer; president and co-founder of EcoTravel; active in organizations devoted to women's issues, anti-discrimination causes, and rights for the gay, lesbian, bisexual and transgender communities

TODD RICKETTS

Cubs focus: Fitness, health and wellness-related issues, such as player workout amenities
Outside the team: Co-owner of Higher Gear, a Chicago-area chain of high-end bicycle stores

From left to right, Pete, Todd, Laura and Tom Ricketts address the news media after purchasing the Cubs.



ICDN SMH

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ON THE FRONT PAGE: Fast Freddie Spencer is two for two in the 500cc RRGp season. Coverage of his French win begins on p. 20. Photo by Henny Ray Abrams.

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VOICES

Attention B-to-V racers!

The last Barstow-to-Vegas race was eight years ago. Since that time, many people have worked very hard to get this very special point to point race back. This is the year that everything is coming together. The BLM, in their Draft Plan amendments, recommended acceptance.

A tremendous amount of work has gone into the preparation of environmental impact statements, course changes and rerouting around critical areas. There have been meetings, meetings and more meetings. Permits have been applied for from the county of San Bernardino, and help is being solicited for running the race. The ground work is proceeding as scheduled. There is, however, one big catch.

The BLM needs input from the public on whether to hold this race or not. So far, almost all of the comments received by the BLM on their Draft Proposal were from environmentalists. The BLM has an obligation to do what the public wants. In making the decision to sign the permit and allow the race, public sentiment carries weight.

The race organizers have done all they can. Now we need your help. If you want to see a Barstow-to-Vegas race in 1983, you need to write a letter now. Simply say that you want the B-V race back and why. You don't need to write a long, complicated letter, something short and sincere does just as much good. Say whatever you feel, but please don't get abusive. We don't want the BLM working against us. If you want to ride this event, please write now. Letters should be received before the end of April.

Send your letter to BLM B-V Race, 1695 Spruce St., Riverside, CA 92507.

Laurie Hammel
Legal Defense Task Force
Valencia, CA

Published letters do not necessarily reflect the position of Cycle News, Inc. Send letters to Voices, Box 498, Long Beach, CA 90801.

NATIONAL PAPERS

The European road race circuit is not the only area where riders are having problems this season. Over there, no less than three riders have crashed and lost their lives in the past three weeks.

Over here it is a different problem and not as severe. Before the season ever started former Grand National champ Mike Kidd was playing around on his Texas dirt track and crashed his way out of both Houston Nationals, plus the Ascot National TT and the Florida dirt track series.

Mike was in the pits watching the Ascot event and will be racing at San Jose in the double-header and at Ascot's half mile, but it is a late start for the Honda contract rider who is in his last year of that agreement.

In early April misfortune struck Scott Pearson, a Honda contract rider last year who was again going to be a privateer in '83.

Like Kidd, Pearson was "testing" his skills, his machine, or something like that, getting ready for the Ascot TT.

While testing he fell and severely injured his right knee/leg. A lot of guys have fallen off and skinned themselves, but not for Pearson this time.

The doctor said he will be out for perhaps the entire season, maybe for good.

A lot of people don't know Scott as well as they should. Yes, he has won four National events, two TTs and two half miles. I can think of at least four more that he should have won and didn't.

He fell off leading a Topeka half mile by a straightaway a few seasons back. He also bailed leading the Ascot half mile a couple of years ago, also leading by a margin great enough to say he would have taken it all that night.

What's with the guy from San

Jose? Why does he fall off? If you know Scott Pearson, you have to think that it is due to desire. Desire to be a winner and go as fast as possible whenever he throws a leg over a racing cycle.

He jumped on a Honda NS750 in '82 and rode it to a National win at Louisville. He won when several other top riders could not make them handle and had stated that Honda was still a ways away from being ready to win at any half mile or mile. Somebody forgot to tell Pearson.

The big problem with his most recent fall and medical bills is that it happened in a non-racing outing. No AMA insurance can cover a dime of it and he has no other insurance.

The recently-formed rider benefit fund of Dick Hamer has a policy that this fund will assist riders who are seriously injured in an actual race, and will take over after all of the AMA insurance money has been used up. It has to be this way and there is nothing wrong with the policy.

So now we have Scott Pearson, long a fan favorite at any San Jose event, in a cast, on crutches, and going to be watching the coming National short track on April 30 and the next day's mile.

The best starter off the line in the Camel Pro Series is not going to the line again for a long time, maybe never. It is going to make life easier for the race starters but I sure had a lot of fun over the years pointing out to the fans to watch number 95 and bet that he would be the first rider to the corner, which he was nine out of 10 times.

So now we have a rider, one of the real Pros in the racing game, with a problem. What is the solution?

From the overwhelming success we had at the recent Daytona Cycle Week, helping the Hamer group pick up over \$7000 for that rider fund, we are now working on something for April 30 and May 1 to at least get part of the tab for Pearson.

Here is how it will work. We will get one, repeat one, full coverage helmet and have all of the top riders that will be in San Jose for the twin bill autograph it in permanent ink.

This will include the 14 National mile track winners, plus the nine former National short track winners and several former racing greats that will be there watching one or both events.

Tickets for the drawing will be sold out of Bob Bellino's Camel souvenir both under the grandstands. At intermission on Sunday during the mile program, the drawing will take place. The money from the tickets, all of it, will be handed to Scott at that time to help him get out from under this unfortunate obligation.

This will be a one-of-a-kind collector's item in the west. We did up three helmets for the Daytona benefit and all three are on display in the homes way back east.

With about 20,000 people on hand the odds sound great of you not winning the helmet. OK, how about if the next 10 numbers drawn receive a color photograph of 11 former Grand National Champions, plus the first Daytona winner?

That's names such as Ricky Graham, Randy Goss, Mert Lawill, Bart Markel, Dick Mann, Gary Nixon, Kenny Roberts, Roger Reiman, Gene Romero, Carroll Resweber, and the legend himself, Ed Kretz Sr. I've got mine; it's a classic.

So if you are planning on being in San Jose for either or both events, bring along a little extra cash, get one or more tickets and help us get behind the guy who has given us a lot of thrills and good racing.

***** Roxy Rockwood

Sponsorship growth a slippery slope at historic ballpark

BY ERIC FISHER

STAFF WRITER

As the Ricketts family attempts to balance historic preservation and revenue enhancement at Wrigley Field, corporate sponsorship represents the most volatile portion of that continuous struggle.

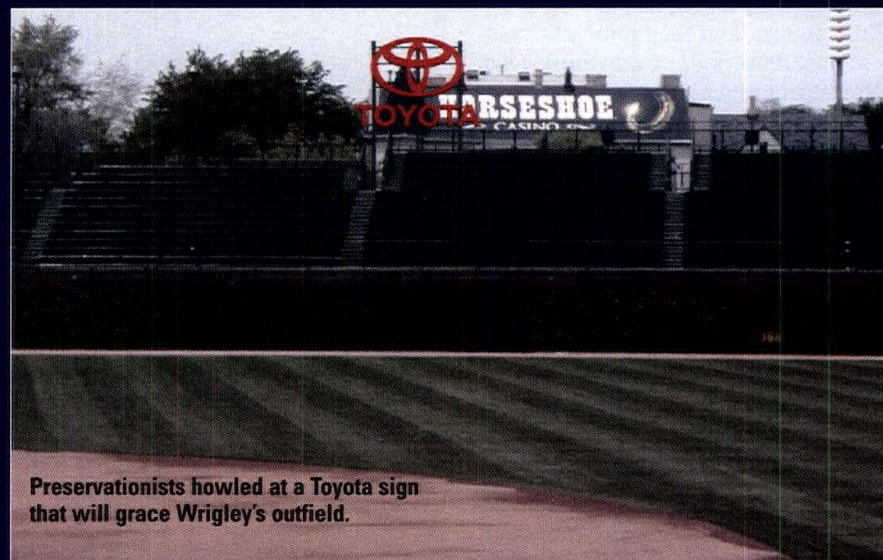
Chicago Cubs executives believe current team sponsorship revenue can be as much as tripled, even without selling the Wrigley Field stadium name, something not at all on the radar of the Ricketts family. Achieving that growth will require both an aggressiveness toward new deals but still cautious integration into the historic elements of the 96-year-old Wrigley.

"We need to create a new model, and we're working on that, a model where we

can really get very deep and integrated with our sponsors," said Wally Hayward, the team's chief sales and marketing officer. "We can't do something like 67 signs around the ballpark. We have to be much more careful and respect the character of the ballpark."

Whether that's been done is already up for debate. A new multiyear deal with Toyota struck this month will create a backlit, 16-by-22-foot sign for the auto manufacturer above the left center-field bleachers, but below the rooftop stands on Waveland Avenue. Financial terms were not disclosed.

Preservationists and some local politicians predictably bashed the plan almost immediately, but Hayward said there are no plans to create more such signs above the bleachers, due largely to the

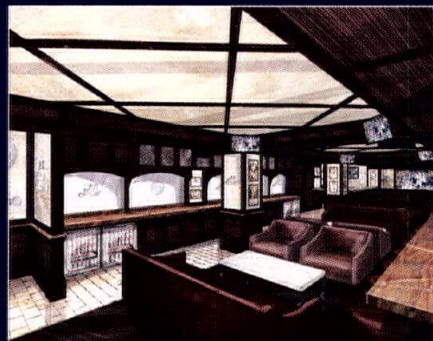


Preservationists howled at a Toyota sign that will grace Wrigley's outfield.

CHICAGO CUBS



PNC Financial Services Group will be the title sponsor of a new club area at the ballpark. The Ricketts family thinks team sponsorship revenue can be more than tripled.



Cubs Continued from Page 14

Tom Werner have served as an important blueprint for Ricketts and the Cubs. "They have some tremendous opportunities in front of them, and the extra advantage of following our game plan to some degree."

From bleachers to boardroom

Tom Ricketts, 44, looks the part of a typical MLB owner, often attired in a conservative suit and tie, and his background is also fairly typical of that elite group. Raised in Omaha, Neb., his father Joe founded and ran the highly successful national stock brokerage TD Ameritrade.

Tom, the second oldest of four children, left Omaha in 1984 to attend the University of Chicago. After graduation, he stayed in town and worked as a market maker for the Chicago Board Options Exchange, later earned his MBA, and ultimately built his own sizable wealth through his co-founding and running investment banking firm Incapital.

His background in the financial services industry belied a deep passion for baseball, and much more importantly to Cubs fans, genuine stripes as a diehard Cubs fan. As a youth, Ricketts played Little League and frequently attended games of the local Triple-A Omaha Royals. After college he lived in an apartment in Wrigleyville, the lively, bar-heavy neighborhood around Wrigley Field. As a frequent Bleacher Bum, he met his future wife, Cecelia, at Wrigley. And it was once again at Wrigley where

Ricketts convinced his family, particularly patriarch Joe, to rally around his idea to bid for the team.

"Tom's got street cred," Kenney said. "We got very lucky. He's got some scar tissue. Had the [sales] process gone another way, who knows?"

His passion for the Cubs would be firmly tested during a marathon sales process that lasted more than two years.

After real estate mogul Sam Zell purchased the Tribune Co. in early 2007 in a massive \$8.2 billion deal, Zell quickly rehanging the for-sale sign on the Cubs, Wrigley Field, and an interest in Comcast SportsNet Chicago. But that's where the simplicity ended. Efforts to separate the franchise, stadium and media assets and sell them in

distinct transactions predictably fizzled, but still took many months to play themselves out.

Various rounds of bidding for the Cubs assets occurred, and during many of those phases, the Ricketts family was not publicly seen as a bona fide favorite, in part due to a deeply concerted effort by the family and its advisers to stay out of the press. Tribune Co. then filed for bankruptcy in December 2008, further complicating the sales effort and helping extend the entire process to 30 months once it was all done.

Team officials, too, suffered under the strain of the process, even as the club continued to stay competitive on the field. "There were definitely challenges. It's hard to add staff, for example, when your parent company is in bankruptcy," Kenney said.

Tom Ricketts estimates that due in part to the complex legal structure of the deal, one in which Tribune Co. remains a minority owner, he signed his name more than 6,000 times at closing.

"There was a year or so in there where all

See **Cubs** Page 16

Offseason work improved Wrigley's notoriously spartan concourses. Crews also removed many concrete panels on the exterior facade to improve brightness and airflow.



Cubs Continued from Page 15

I received from friends was condolences," Ricketts said of the many low ebbs during the saga. "But I never lost faith. I never lost faith because at the end of the day, it was still an auction. The best bid had to win."

While dollars, and the financial structure fueling those dollars, won the day for the Ricketts family, fellow executives and friends say the family's deep love for the game immediately showed and will pay huge dividends going forward. Tom Ricketts is spending 40 hours or more each week working on the Cubs, while maintaining a limited presence with his other ventures. He intends to be at every home game.

"They know what a treasure the Cubs are, I've seen their plans, and the early returns so far are good," said MLB Commissioner Bud Selig, a lifelong Milwaukee resident who has held a close view of the Cubs' operations during his 40-year baseball career. "You can't really run a successful team without a passion for the game, and they definitely have it."

Building boom

Wrigley Field all winter was a furious din of construction activity. Everywhere one looked, construction crews of all types were hard at work. Concourses were cleaned and expanded. Bathrooms were completely renovated. Six tiny, cramped suites were combined to create the PNC Club. Brickwork was redone in several sections. A new, albeit temporary, Wall of Fame was constructed. Players facilities were upgraded. A new batting tunnel, visible to fans, was constructed. The iconic scoreboard was refaced. Ugly concrete panels lining sections of the exterior facade were removed, providing more openness and natural light in the concourses.

Beyond raw construction, many new amenities were planned for the 2010 season, such as concession stands serving healthier bison meat from a Colorado outfit, High Plains Bison, controlled by



One of the many projects at Wrigley that won't provide any direct revenue is repairing brickwork along the left-field line.

the Ricketts family.

The net goal amid the varied projects was, as much as possible, to inject significantly more freshness, space and modern amenities into what remains a cramped, aged ballpark.

"There is not one corner of the building that's not being touched," Tom Ricketts said. "Between our closing in October to Opening Day was a little over five months. So the attitude was, 'Let's see what we can do.'"

An even bigger view, however, exists with the Triangle Building, essentially an annex to Wrigley that's been discussed on and off for much of the past decade. The planned structure, somewhat resembling the Green

Bay Packers' Lambeau Field Atrium, would give the club a true annual presence, allowing for events throughout the year and a far better space to celebrate the team's history, tragic as it may be. Several hotel companies have already expressed their interest to be part of the project. And the project would finally get team employees, some of whom work in trailers outside of Wrigley, into proper office space.

Financing has not been set, but early cost estimates have hovered around \$100 million, above and beyond a similar number budgeted for the ongoing work in and around the ballpark. The current building schedule calls for planning and approvals this year,

and formal construction ongoing during 2012 and 2013.

The Triangle Building would be the centerpiece of a "Project 2014" campaign that would tie into the 100th anniversary of Wrigley Field, and if the Cubs get their way, also include the All-Star Game played at Wrigley that summer. That year, as it stands now, is an American League year in the All-Star Game rotation used by the league, but MLB has shown in the past a willingness to bend those rules as desired.

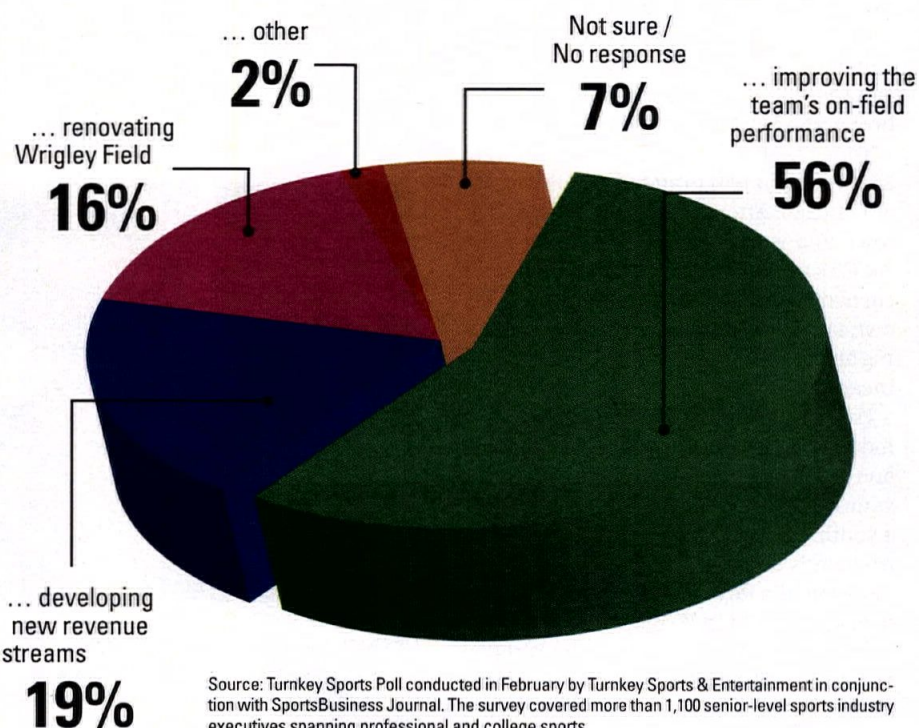
"We want this to be the best place in baseball," Tom Ricketts said. "By 2014, we want people to say that not only has the history

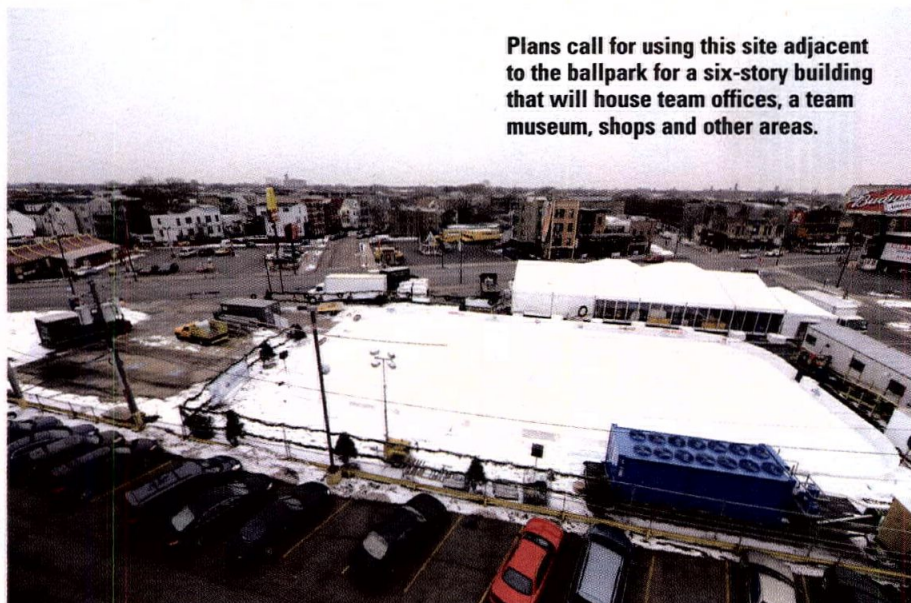
See **Cubs** Page 17

Ricketts retained the services of Cubs President Crane Kenney (left) and brought in marketing veteran Wally Hayward (right).



As the new owner of the Chicago Cubs, the Ricketts family should first focus on ...?





Plans call for using this site adjacent to the ballpark for a six-story building that will house team offices, a team museum, shops and other areas.

Cubs Continued from Page 16

of Wrigley Field been preserved, but also looks forward and gives them something more."

The situation 1,700 miles to the southwest in Mesa, Ariz., is not nearly so straightforward. The Cubs are the foundation on which the entire Cactus League operates, with the team successfully parlaying its 57-year history in Mesa and broad national appeal to easily the best attendance in Arizona, home and away, each March. But its current facility is also falling into disrepair, and in January, the club struck a preliminary deal with Mesa and state officials on a new stadium, practice facility and mixed-use development, beating out a fervent counteroffer from Naples, Fla.

But that Mesa plan, involving \$84 million in public-sector funds, would employ a ticket surcharge on all Cactus League games to raise the money, a move that has raised howls of protest among the other MLB teams that train in Arizona.

"It's a catch-22 situation. We don't want the Cubs to leave. We want them here, but we are all opposed to this tax," said Derrick Hall, Arizona Diamondbacks president and CEO. "It's not us against the Cubs. The Ricketts seem like great people, really committed, and I think they'll be fabulous owners. It's us against the Legislature, because this

measure doesn't make any sense, and I fail to see how the numbers add up."

Advocates of the bill, however, claim that the ticket surcharge would supply far more than what is needed in Mesa and create a larger pool of money to help fund future spring training projects for other teams. Still, MLB and the other clubs remain active in trying to amend the bill as it weaves through the Arizona Legislature, pushing instead a tax-increment financing structure.

"There is not one corner of the building that's not being touched."

TOM RICKETTS
CHAIRMAN, CHICAGO CUBS

The Cubs have the ability to back out of the deal if the Legislature doesn't approve the project by July, or if the pact is voted down in a referendum.

"I want to get that solved," Selig said. "We're trying to find alternatives. We're trying to work through the options, and I want to get it done. I understand clearly what the Cubs mean to Mesa and the whole league there."

Remaking history

The roots of the Cubs' firm win-first attitude predate the arrival of the Ricketts family. The hiring of manager Lou Piniella in late 2006 helped substantially reset the organizational tone, with the veteran skipper guiding the Cubs to two playoff berths in his three seasons in Chicago, providing the club's first three-year streak of winning seasons since a six-year run from 1967-72.

The Ricketts family, however, has heightened expectations, and last year's Opening Day payroll of \$135 million, third highest in the league, could serve as a baseline going forward as they intend to stay aggressive on that front and have pledged to plow profits back into the team.

On top of retaining Kenney, Tom Ricketts firmly charged his team president to find the best possible executive for the sales and marketing role, eventually landing Hayward. The Cubs have a new chief financial officer and new general counsel coming in early April, but neither has been publicly named. Another important recent hire was Jahaan Blake, who joined the club in late February to head up fan experiences, a new position firmly aimed in part at addressing Wrigley's spotty reputation in customer service. The club also hired Kevin Saghy to oversee marketing and business public relations, also a new role, and he will be communicating the Cubs' off-field and charitable endeavors.

Tom Ricketts, Kenney and Hayward are each sacrificing personal wealth and other career aspirations to work for the club. And considering Hayward's new office at Wrigley is a converted women's rest room and Tom Ricketts' own ballpark office was also being constructed during the offseason and shoehorned into the cramped ballpark, the job does not necessarily offer all of the finest perks.

"There's ultimately one goal: Win the World Series," Kenney said. "That's an incredibly unifying, galvanizing thing. We have a chance to remake history. Wally, me, everybody, could have taken other jobs, probably for a lot more money, but this is an opportunity to be part of something truly special. When we win, the only thing I think will be comparable will be Lake Placid."

HISTORY OF CUBS OWNERSHIP

■ **1876:** Owner William Hulbert and the Chicago White Stockings are one of eight charter members of the National League. Hulbert also serves as league president.

■ **1882:** Former White Stockings pitcher and team President Albert Spalding, co-founder of A.G. Spalding sporting goods company, assumes ownership after Hulbert's death.

■ **1902:** Team president James Hart buys the club from Spalding, who steps down to concentrate on his sporting goods business. The team changes its name this year to the Chicago Cubs.

■ **1905:** Former journalist and New York Giants executive Charles Murphy buys the team for \$125,000 with the help of a loan from Cincinnati Times-Star owner Charles Taft.

■ **1914:** Taft pays \$503,500 to Murphy for the club.

■ **1915:** Charles Weeghman, a former team owner in the Federal League, and nine others purchase the Cubs from Taft for \$500,000.

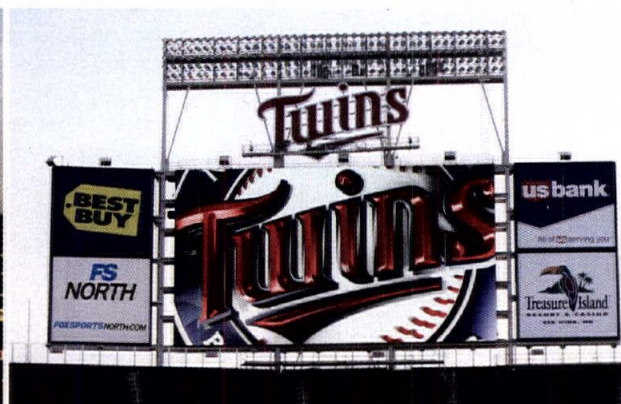
■ **1921:** William Wrigley Jr., one of the shareholders with Weeghman, buys out the remainder of Weeghman's share of the club. Philip K. Wrigley assumes control after his father's death in 1932. In 1977, William Wrigley takes control after his father Philip's death.

■ **1981:** The Tribune Co. buys the club from the Wrigley family for \$20.5 million.

■ **2009:** The Ricketts family closes on a deal, valued at \$845 million, to purchase the franchise. The deal comes 2 1/2 years after the Tribune Co. put the team, stadium and broadcast interest up for bid. Tom Ricketts will serve as board chairman.

Source: SportsBusiness Journal research

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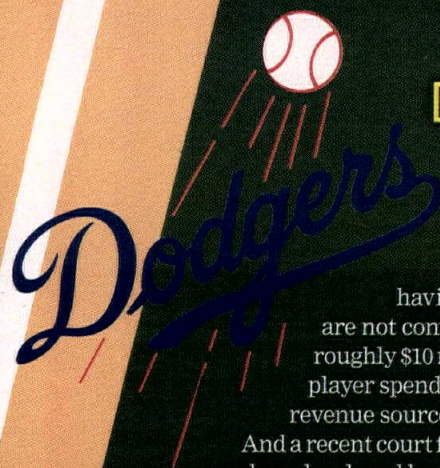
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MLB AT THE PLATE:

What to watch in 2010

Major League Baseball opens the 2010 season in a more stable place than a year ago, thanks in significant part to an improved economy, and certainly compared with several other leagues battling fractious labor divides. But several pressing issues remain that will help define the year and influence the health of the sport.



DODGER DIVORCE

Dodgers owner Frank McCourt continues to battle against estranged wife Jamie for control of the club, with divorce legal proceedings expected later this year. Dodgers officials have steadfastly denied the saga is having any effect on club operations, but many fans are not convinced. Team payroll is down from last year by roughly \$10 million, the club's second consecutive decline in player spending despite club attendance and other key local revenue sources remaining among the strongest in the game. And a recent court filing by Jamie McCourt, showing club financial plans developed last year for a potential international partnership, suggested no material boosts in planned player spending for the next eight years, even as club revenue is projected to soar.

HOW GOES ATTENDANCE?

Overall league attendance slid 6.65 percent last year to 73.42 million, MLB's lowest total since 2004 and second straight annual decline. Baseball still claims attendance as its single-largest revenue source, and its total gate is more than any other sport, so the turnstile metric is closely watched. Commissioner Bud Selig predicted an attendance rebound this season, and ticket sales thus far strongly suggest he'll be proved correct, with most teams trending at least flat to slightly above last year's sales paces. On top of healthier national economic indicators, teams continue to aggressively pursue discount offers, dynamic and variable pricing structures, new sales analytics, retooled giveaways and theme nights to boost ticket sales.

HITTING THE TARGET IN MINNESOTA

Outdoor baseball is back in Minnesota after a 28-year absence with the opening of Target Field in downtown Minneapolis. The intimate, 39,504-seat ballpark has drawn rave reviews for its artful blending into the downtown urban landscape while still offering plenty of nods to the club's history and baseball's pastoral roots. Concern, however, remains as to how many games will either be postponed or just miserable for fans and players alike due to cold and inclement weather in the early spring and fall. But such worries may also be overblown — other Northern and cold-weather cities such as Detroit, Chicago, Cleveland, Boston, New York, Philadelphia and Denver have battled their own weather issues in outdoor ballparks and survived.

TAMPA WORRIES

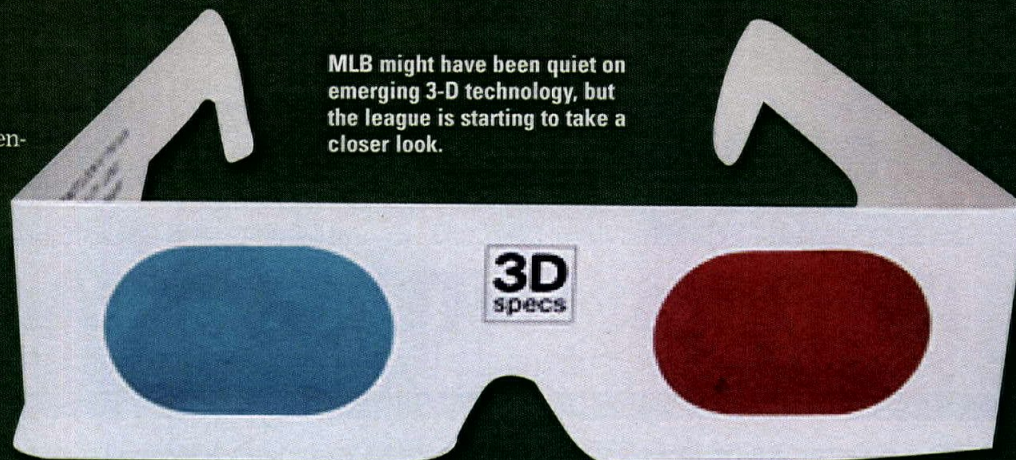
The Tampa Bay Rays were not able last year to repeat their unexpected and unprecedented success of 2008. But the culture of the organization has been radically transformed into one that now expects success, and its front office and roster talent can back up those expectations. That seismic shift, however, has not translated into a meaningful bump in ticket sales or solid progress on a new facility to replace Tropicana Field. Everyone involved in the process — MLB, the club itself, and a community coalition that has studied the issue in depth — agrees that the Rays cannot stay viable in their present location. But any solid site or financing plan for a new ballpark remains elusive.



ALL-STARS COMING AT YOU IN 3-D

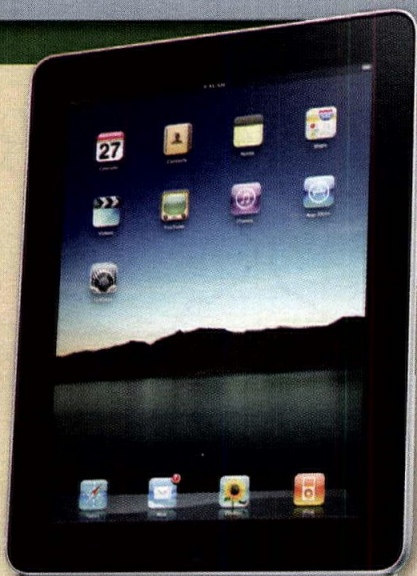
Baseball, up until earlier this year, had been noticeably quiet on the quickly developing 3-D front, but Fox, DirecTV and MLB are developing a 3-D production for July's All-Star Game in Anaheim, Calif., and ESPN similarly plans its own 3-D production of the Home Run Derby. Hopes are high that 3-D can heighten the immersiveness of televised baseball, in part by showing more fully the break and speed of pitches. But similar to golf, baseball faces the challenge of each facility having different dimensions, making it more difficult to standardize any technical and operating procedures for producing baseball in 3-D. A heightened 3-D strategy, however, is likely for the playoffs in the fall, and the All-Star Game 3-D plans will add to a sharply expanded community and charitable focus for the midseason event.

MLB might have been quiet on emerging 3-D technology, but the league is starting to take a closer look.



MLBAM ON THE iPad

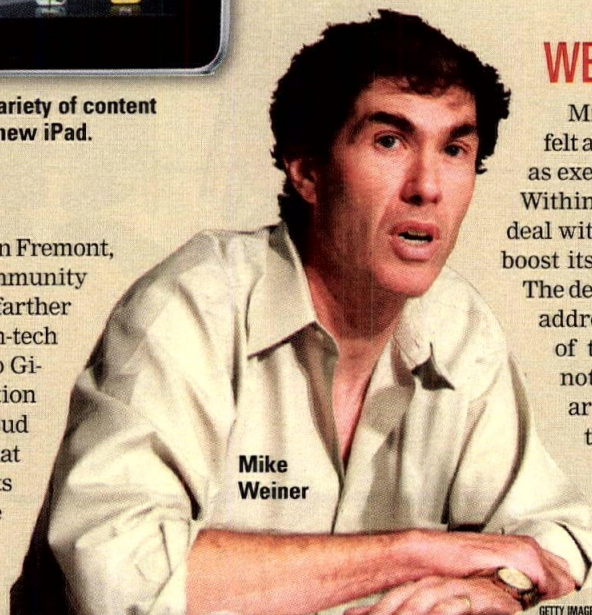
Apple's highly touted iPad will be released Saturday, and MLB Advanced Media will play a big part in the device's launch period, just as baseball's digital arm helped define the full potential of the iPhone and became a leader in paid video content subscriptions. MLBAM's content on the new tablet device, featuring a 9.7-inch touch screen, will include an array of live video and audio content, statistics, news and fantasy data. The flagship MLB.TV out-of-game subscription has been retooled to allow for full portability between any wired or wireless device, including the iPad. MLBAM holds a tight relationship with Apple, and other sports properties and media entities will be closely watching as they develop their own iPad strategies.



MLBAM has a variety of content planned for the new iPad.

DO YOU KNOW THE WAY TO SAN JOSE?

A long-desired plan to build a new ballpark for the Oakland A's in Fremont, Calif., fizzled in the face of several issues, chief among them community opposition. A's owner Lew Wolff is now seeking to shift the club farther south to San Jose, a move that would align his dreams for a high-tech ballpark with a key hub of Silicon Valley. But the San Francisco Giants retain territorial rights over San Jose, and have no intention to forfeit them. A task force appointed by MLB Commissioner Bud Selig is now studying the A's stadium issue. It's widely expected that Selig will need to broker a settlement between the A's and Giants that would resemble the early 2005 agreement between the league and Baltimore to help settle the Expos' relocation to Washington and creation of the Mid-Atlantic Sports Network.



Mike Weiner

RANGERS FINANCIAL DRAMA

The Texas Rangers are bogged down by an ownership and debt battle that has overshadowed the on-field progress the club has made over the past year. Owner Tom Hicks in January struck a deal to sell the club to a group led by Chuck Greenberg. But Hicks, who defaulted on \$525 million in debt connected to his sports holdings, has been unable to come to terms with his creditors on the Rangers sale, and a projected Thursday closing stands in considerable doubt. If and when a deal gets done, plenty of issues remain. Rangers Ballpark needs key upgrades and renovations, vice presidents Andy Silverman and Dale Petroskey recently left the organization and will need to be replaced, and manager Ron Washington, who stunned the club with his admission of cocaine use, is in the final year of his contract.

WEINER ARRIVES

Mike Weiner's impact and management style were felt almost immediately in the offseason as he took over as executive director of the MLB Players Association. Within weeks of his official arrival, the union struck a deal with the Florida Marlins and MLB to have the club boost its payroll while the new Miami ballpark is built. The deal was deeply significant on several fronts, in part addressing long-held complaints in several corners of the game that revenue-sharing recipients were not sufficiently boosting their payrolls, while also arriving with no public acrimony. The pact showed that, like predecessors Donald Fehr and Marvin Miller, Weiner will be an indefatigable advocate for the players, even if his personal style might appear more mellow.

—Compiled by Eric Fisher

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Sales tales right on target

Bill King's article on the ticket sales combine [March 15-21] was the best piece I have ever read in SBJ.

How you see it

Reading about the trials and tribulations of Bill and the other participants made me laugh to tears. We have all been there. And yes, we hate that survey guy, too.

Jon Schmieder
Phoenix

Schmieder is president of the Phoenix Regional Sports Commission.

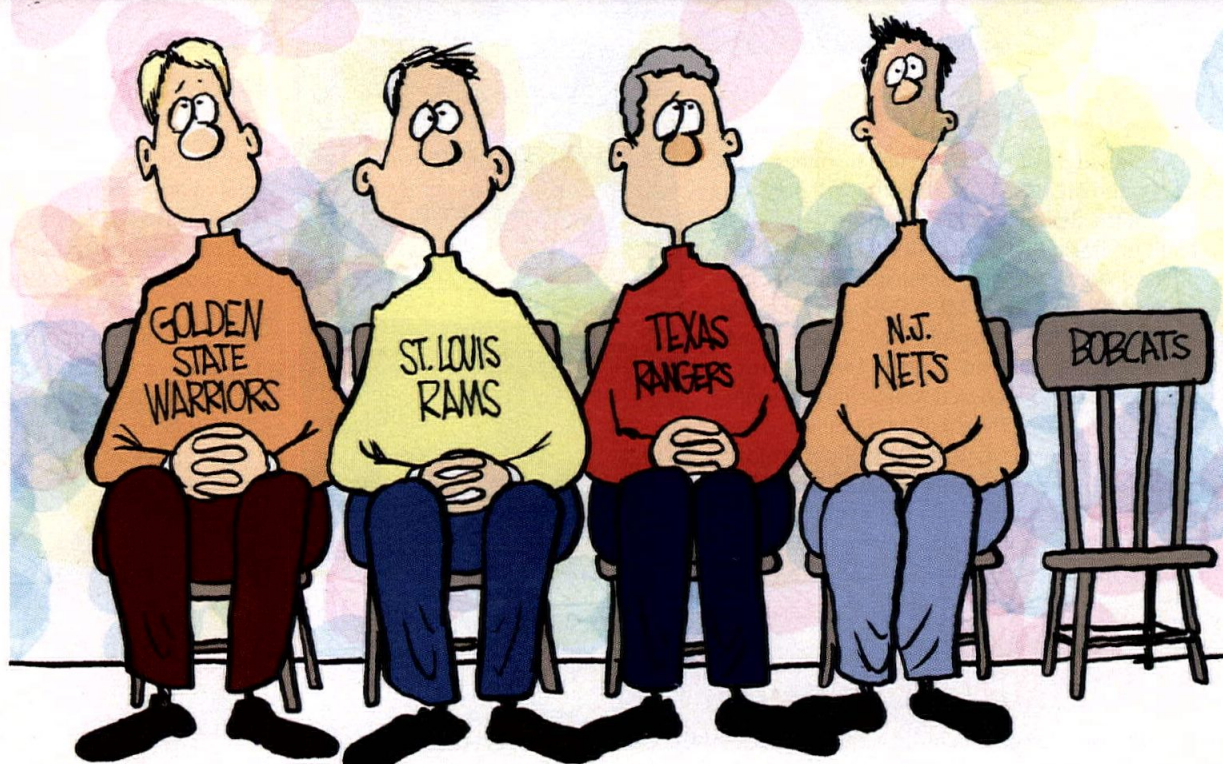
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HOTTECKER
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THE BIG DANCE

How to infuse hope in the Big Dance



ELDON L. HAM

How do we create an expanded national NCAA basketball tournament with flair without either diluting the regular season into oblivion or reducing the first

round of the tournament to an embarrassing slaughter fest of "24-seeds" against the goliaths of Division I basketball? Simple: start the Big Dance with a Cinderella Dance.

Whether to expand the NCAA basketball tournament from its 65-team format is a question that gains momentum each year. But with the likes of North Carolina, UCLA and Connecticut out of the tournament altogether in 2010, it begs for a solution more than ever.

The answer is at once simple, easy, and a TV bonanza. And it is hiding in plain sight: the NIT. Reserve up to four NCAA slots for the final four of the NIT and suddenly there are more Cinderellas, more up-and-comers, and more teams with momentum, not to mention more ratings, money and fan interest.

Sports as entertainment are all about selling hope. With the NIT suddenly infused with relevance, it will mean much more than just a shot at the penultimate NIT tin medal. Keep 32 teams in the NIT, but now give them all a second chance of making the NCAA tournament. It only takes three layers of games to whittle a 32-team field down to the final four. It could all be done in as

little as six days or, if necessary, a day or two more.

This way there will be no artificial weak sisters playing Kansas or Duke, yet 92 or 93 teams will have hope. Forget the NIT championship game; who cares? Not even the winners care. Take the battle-tested last four teams standing, and give them a really meaningful prize: four slots in the NCAA. It would be both interesting and convenient to give all four teams the 16th seed. The top NCAA seeds would all play against proven teams with momentum, setting the stage for much more relevant, if not exciting games. But if "protecting" the No. 1 seeds is an overriding concern, reserve the 12th or 14th slots instead, a little harder logistically, but possibly more appropriate.

Either way, a true Cinderella might stay hot and have a genuine chance in the NCAA tournament. Moreover, some down-on-their-luck powerhouses would suddenly have one final shot at relevance: enter UCLA and North Carolina, for example. Wouldn't the networks and the NCAA like to claw back those big-school viewers — and their wallets — for a few games?

But what about the incumbent problems and logistics, like fatigue? Could four NIT teams play three games in six days? It only takes five days to do three games with two days' rest between each, so six days would provide a little breathing room. The NIT likes to play its games locally to generate interest, causing more travel for each lower seed but less travel for the higher

seeds. If necessary, though, the NIT could rethink its approach by just having four regional venues, with enhanced national television interest adding the sizzle. Consider also: Winning the current NIT already requires five games, and winning the NCAA requires six games. Even if the NIT qualifiers play two or three more contests, few schools, if any, would be fatigued any more than several schools are now.

Call it the NIT Play-In Tournament. With the NIT now controlled by the NCAA anyway, the stage is duly set to enhance the NCAA reach, anoint great meaning and relevance to the NIT, and simultaneously expand the greatest sports commodity that money and ingenuity can buy: hope.

There is a growing likelihood that the NCAA will expand as soon as 2011. Unless it wants to conduct a diminished NIT for teams with losing records, the NIT may disappear altogether as a new stalk of NCAA games takes shape. The conclusion remains: A play-in tournament is a better approach than traditional bottom-up expansion with up to 32 more meaningless games. Suddenly there will be more hope, more fairness, and dozens of additional games worth watching — all good for television, fans, ratings and March revenue. And that adds up to March Magic.

Eldon L. Ham is an adjunct professor of sports, law and society at Chicago-Kent College of Law and has worked with or represented numerous agents and athletes.

Hoops 101: Curriculum for new NCAA tourney

Here is a simple suggestion for a new-look NCAA basketball tournament, adding more fun — and funds — to March Madness.

ROB NELSON

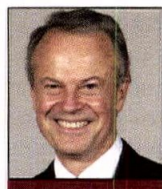
1. Invite 101 teams.
2. Give the top 27 teams a first-round bye.
3. Schedule 37 games for Wildcard Wednesday.
4. The 37 Wildcard Wednesday winners join the 27 bye teams (64 in all) and play next on Weekend One of the tournament.
5. Weekend Two would be the Sweet Sixteen weekend, and Weekend Three is when The Final Four would take place.

Inviting 101 teams eliminates the possibility that a team or two on the bubble will not get a chance to go to the Big Dance. Plus, ahem, there is some serious money to be made on Wildcard Wednesday for a lot of schools.

I would also suggest that the 37 losing teams from Wildcard Wednesday be invited to play in the NIT. The NIT committee could invite 11 other teams that were not part of the field of 101 teams, which would give the NIT a total of 48 teams. If I were a senior on one of those 37 Wildcard Wednesday losing teams, I would vote yes to play in the NIT, so I could get one last chance to play in a meaningful game for my school. It would be an honor, and it would be fun. (And, who knows? I might end up sinking my last collegiate jump shot at Madison Square Garden. Not a bad memory to have, I'd say.)

Rob Nelson (rxnelson@mac.com) is the co-inventor of Big League Chew Bubble Gum. He was a left-handed philosophy major — and pitcher — at Cornell University, Class of 1971. Rob's hope that The Big Red reach this year's Sweet Sixteen was fulfilled.

Excellence in classroom should coexist with March Madness



RICHARD E. LAPCHICK

Each March, I author a widely quoted study on the graduation rates of the men and women playing on the teams that make it to the NCAA Division I basketball tournaments. The study examines

the academic performance of male and female basketball student athletes and of African-American and white basketball student athletes. When I first started doing this, the news for the men's teams was almost always bad; the women have always done well.

One of the legacies of the late Myles Brand's presidency at the NCAA will be the great improvement of the graduation rates for men. However, one of his frustrations was that no matter how much that improved, the gap between the graduation rates for African-American and white basketball student athletes remained enormous. This year was no exception.

There is a lot of good news, especially for the women's teams:

- 19 women's tournament teams had a 100 percent graduation rate for their teams.

- 58 women's teams (94 percent of the tournament schools for which data was available) and 44 men's teams (69 percent) graduated at least 50 percent of their basketball student athletes.

- 57 of the women's teams (92 percent) and 37 of the men's teams (58 percent) graduated at least 60 percent.

- 51 of the women's teams (82 percent) and 29 of the men's teams (45 percent) graduated at least 70 percent.

- 84 percent of white and 56 percent of African-American male basketball student athletes graduated, up 6 percent and 2 percent, respectively, from last year's survey.

- 90 percent of white and 78 percent of African-American female basketball student athletes graduated, up 1 percent and 3 percent, respectively.

- Basketball players graduated at a higher rate than non-athletes, no matter what the race or gender.

Graduation rates are good indicators but are not perfect because they reflect



Kentucky's academic progress rate of 979 puts it in the top 10 of teams in the NCAA tournament.

players who have left school. When you add in a look at the academic progress rate, you can get a balanced picture because APR looks at current players. It sheds light on a Kentucky team that, according to the graduation success rate, graduated only 31 percent of its immediate past players. However, its 979 APR was among the top 10 in the tournament and placed UK ahead of the Ivy League champion, Cornell.

Under the APR reforms that Brand instituted at the NCAA, penalties are now allowed in the form of a loss of scholarships for schools that do not graduate their student athletes. I have no doubt that many coaches responded by devoting more resources to academic support units on campuses and recruiting athletes who had a real chance to graduate.

But then there is the bad news.

Three of the women's teams and 12 of the men's teams graduated less than 40 percent. In addition, the graduation-rate gaps between African-American and white basketball players on the men's and women's teams were a staggering 28 percent and 12 percent, respectively. The gap on the men's teams increased by 4 percent from last year.

Furthermore, 14 women's tournament teams and 37 men's teams have a 20 percentage point or greater gap be-

tween the graduation rates of white and African-American basketball student athletes. Of those, eight women's teams and 28 men's teams have a 30 percentage point or greater gap.

That is unacceptable and, in part, led to a joint conference recently between the media, myself, Education Secretary Arne Duncan and NAACP President Ben Jealous. I subsequently spoke to the Rev. Jesse Jackson, who has been concerned with this issue for more than a decade and says "March Madness leads to May sadness."

Duncan proposed that teams should be banned from the tournament if they graduate less than 40 percent of their players. In spite of the fact that 40 percent is a low bar, many argued that this was not fair because it penalized schools because of their past. I think we need to use the APR for such sanctions, perhaps with two years to settle in before being banned. The APR score that is the equivalent of a 45 percent graduation rate is 900. Since the APR cut score is 925, using the 900 APR score would be fair and is another low bar. In this men's tournament, three teams were below 900: UC-Santa Barbara, Morgan State and New Mexico State.

As the former school superintendent in Chicago, Duncan knows that one root of the problem is that schools are

recruiting many of our African-American basketball players from inner-city areas. Too many urban schools are underfunded, have less technology and, often, less-effective teachers such that they cannot level the academic playing field. This makes it far more difficult for student athletes and students from urban schools in general to be successful.

Duncan is directly addressing this as education secretary, and we are fortunate to have him. He knows it can be done. It was recently reported that at Urban Prep Academy for Young Men, Chicago's only public all-male, all-African-American high school, all 107 seniors earned spots at 72 colleges and universities across the nation. It opened in 2006, when Duncan was school superintendent.

In the meantime, admissions officers need to admit only students who can succeed academically.

But to get to the heart of this we need March Madness fans and sponsors to step up and say, Yes we want the excitement that the tournament brings, but we also want an equal playing field for all those student athletes competing on the courts to also prevail in our classrooms.

Richard E. Lapchick (rlapchick@bus.ucf.edu) is the director of the Institute for Diversity and Ethics in Sport at the University of Central Florida, which annually publishes the study "Academic Progress/Graduation Success Rates of Division I NCAA Women's and Men's Basketball Tournament Teams." Lapchick is the author of 15 books that focus primarily on racial and gender issues and ethics in college sports.

IT'S YOUR TURN TO SPEAK OUT

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ANN ARBOR, MICH.

Michigan plans first night game

The University of Michigan football team will hold the first night game in school history at Michigan Stadium against Notre Dame on Sept. 10, 2011, according to a report in the Detroit Free Press. The report quoted Michigan Athletic Director Dave Brandon: "It'd be a terrific tradition to start."

ARLINGTON, VA.

Marathon contest returns

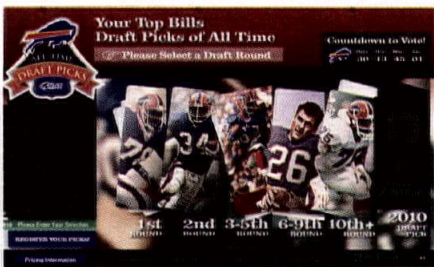
Comcast SportsNet Washington and the Marine Corps Marathon are bringing back the "Start the Marine Corps Marathon at Your House" contest. On April 6, CSN and marathon personnel will visit the contest winner at their residence to celebrate the official beginning of the registration period, which opens the following day. The winner's prize package includes two entries to the Oct. 31 race. Contest entries are accepted until Thursday at CSNWashington.com.

BALTIMORE

O's continue Eutaw Street promotion

The Baltimore Orioles are bringing back the popular 2110 Eutaw Street promotion, presented by Home Savings of America and Southwest Airlines, for its second season in 2010. The promotion highlights the uniform numbers of outfielders Nick Markakis and Adam Jones. On five 2110 Eutaw Street dates, fans can purchase a Eutaw Street Bleacher seat and a limited edition 2110 Eutaw Street T-shirt for \$21.

BUFFALO



The top 10 picks will be announced at the season-ticket-holder draft-day party April 22.

Bills fans can rank draft picks

The Buffalo Bills introduced a fan microsite on buffalobills.com that lets fans vote in a poll called the Buffalo Bills All-Time Draft Picks presented by Bud Light. The microsite features an interactive draft board for fans to place their top 10 picks and rank them in order of value.

CHICAGO

Races help launch fitness initiative

Bank of America will match funds generated through its Chicago-based running events — the Bank of America Shamrock Shuffle and Bank of America Chicago Marathon — to launch a local youth fitness initiative in its support of after-school programs. A total donation of \$324,000 will be split among four local organizations: ChicagoRun, Girls on the Run, MGR Foundation and Special Children's Charities/Special Olympics Chicago.

CLEVELAND

Ballpark tours start April 13

Tours of Progressive Field for the 2010 MLB season are now on sale to the general public. The behind-the-scenes tours, presented by Panera Bread, run from April 13 through September, with all proceeds benefiting Cleveland Indians Charities. Tickets are \$7.50 for adults and \$5.50 for senior citizens and children. Since Progressive Field opened in 1994, more than 270,000 fans have toured the park, generating more than \$700,000 for the charitable group.

COLUMBUS

Jackets add corporate partners

The Columbus Blue Jackets added Sport Clips and Ohio Mulch to the its roster of corporate partners, while Environmental Pest Management renewed its agreement with the team. Sport Clips receives various in-arena messaging elements. Ohio Mulch's program is highlighted by electronic messaging and signage in the arena.

DENVER



The academy wants to develop outstanding high school players and Division I prospects.

Billups starts youth academy

Denver Nuggets guard and Colorado native Chauncey Billups has launched the Chauncey Billups Elite Basketball Academy. The academy will be a youth basketball program for boys in Colorado and will feature elite and developmental teams to accommodate various skill levels. The elite teams will comprise the top youth players in the region and will compete nationally. Initial tryouts for teams on the fifth-, sixth- and eighth-grade levels were conducted March 20-21.

DETROIT

Tigers marking Chinese New Year

The Detroit Tigers, through a partnership with the Chinese Association of Greater Detroit, will celebrate the Chinese New Year, the Year of the Tiger, on April 10 in an afternoon game against Cleveland. As part of Opening Weekend at Comerica Park, the event will feature a pregame parade, traditional lion dance performances, drum and gong performers, musical acts, and other cultural elements.

EAST RUTHERFORD, N.J.

Nets sign team-only Brooklyn deal

The New Jersey Nets signed a deal with PNY Technologies, their first team-only sponsorship for when the team relocates to Barclays Center in Brooklyn in 2012.

PNY will provide integrated signage and branding for Nets ad inventory, including TV-visible courtside signage, Web ads, exterior marquee LED signage and a presenting sponsorship of the team's mascot.

KANSAS CITY

Royals' partners name seating areas

The Kansas City Royals are rolling out newly named seating options at Kauffman Stadium for the 2010 season. The featured areas will be sponsored by corporate partners Hy-Vee, Sonic Drive-In and State Farm Insurance. The Royals and Hy-Vee are celebrating their 10-year partnership this season, with Hy-Vee continuing as the exclusive ticket outlet of the Royals.

LAREDO, TEXAS

New stadium operator selected

The Laredo City Council selected Ventura Sports Group to be the operator for the new minor league stadium scheduled to open for the 2012 season. After voters passed an initiative in November 2008, the city hired HKS as the architect and undertook a formal RFP process to select an operator. The 5,500-seat stadium will be a multipurpose facility.

LOS ANGELES

Dodgers add Express bus service

The Los Angeles Dodgers and Metro will offer Dodger Stadium Express bus service from Union Station in downtown Los Angeles to the ballpark beginning Thursday for a Dodgers preseason game and throughout the 2010 regular season. A grant of \$300,000 awarded to Metro by the Mobile Source Air Pollution Reduction Review Committee was made in support of clean fuel transit service to link Union

Station and Dodger Stadium.

MIAMI

Dolphins select marketing partner

The Miami Dolphins selected ClickSquared as their cross-channel marketing solution partner. ClickSquared's marketing platform, Click 3G, will allow the Dolphins to create targeted and personalized fan communications, as well as execute marketing programs to increase fan engagement, engender fan loyalty and drive increased ticket, merchandise and sponsorship revenue.

MINNEAPOLIS-ST. PAUL

Senate hears proposal to lift ban

The Minnesota Senate last week heard a proposal that would repeal language in state law that led the University of Minnesota to ban liquor sales at TCF Bank Stadium. The legislation is being pushed by a group of fans that feel the university should have the chance to recoup losses stemming from the alcohol ban, according to a report in the St. Paul Pioneer Press.

Commission OKs dome projects

The Metropolitan Sports Facilities Commission approved a \$1.3 million joint project with the Minnesota Vikings to replace the Metrodome's six-year-old artificial FieldTurf and remake the Minnesota Twins' old ticket office into a Vikings ticket office and hospitality suite, according to a report in the Minneapolis Star Tribune. Both projects are scheduled to be finished by August, according to the report.

Twins plan lavish tours

Two days before the first regular-season game at Target Field, Minnesota Twins fans will have the chance to take a behind-the-scenes look at the new ballpark, according to a report in the Minneapolis Star



MILWAUKEE

Arena seeks 2014 NCAA games

Marquette University officials will be working with Bradley Center staff to put together a bid to host the first two rounds of the NCAA men's basketball tournament in 2014, along with trying

All three sessions of games at the Bradley Center this month were close to sellouts.

to land regional level games. Milwaukee has never hosted those third- and fourth-round games. More than 53,000 fans attended the three sessions of NCAA first- and second-round games this month at the arena.

Tribune. The Target Field World Premiere on April 10 will include exclusive guided tours, fine dining, appearances by former Twins players and live music. Tickets cost \$225 and \$750.

Wolves sell out seats in campaign

The success of the Minnesota Timberwolves' "Run with the Pack" campaign now extends to the team's premium-seating options. For the first time, the Wolves have sold out the team's 40 loge box seats. Also, for the second consecutive season, the team has sold out its Club Cambria area (120 seats) and has established a waiting list for the club. Fueled by a reduced-price purchase offer, the team already has sold more new lower-level full-season tickets through three weeks of the "Pack" campaign than all of last year.

NEW ORLEANS

Saints boosting ticket prices

The New Orleans Saints sent out season-ticket renewal notices for the upcoming NFL season that will include the first price increase since after the 2007 campaign, according to a report in The (New Orleans) Times-Picayune. In 2009, a 10-game package in club seats between the 20-yard lines cost \$2,400; in 2010, that same package will cost \$2,980, according to the report.



More than half of season-ticket holders will see increases of \$10 or less per seat, per game.



NEW YORK

Digital Domain naming Mets' facility

The New York Mets and Digital Domain Holdings Corp. — parent company of visual effects studio Digital Domain — formed a multiyear marketing partnership that includes naming rights to Digital Domain Park, the spring training home of the Mets and its minor-league affiliates in Port St. Lucie, Fla. Additionally, Digital will have programming on CitiVision and interactive kiosks around Citi Field.

Coke pouring more at MSG venues

Madison Square Garden struck a deal with Coca-Cola that expands their long-running partnership and gives the beverage giant an even bigger presence at the arena, according to a report in

ORLANDO

City gauging interest in Centroplex

The city of Orlando last week solicited proposals from developers interested in the Centroplex, according to a report in The Orlando Sentinel. The Centroplex represents the 68 acres of land home to entertainment facilities that include Amway Arena, which the NBA Magic is leaving at the end of the current season for new Amway Center. The city believes it can sell the land for at least \$90 million, according to the report.

PHILADELPHIA



This piece of infield grass is where the 2008 World Series championship party started.

Phillies grass becomes collectible

Authentic, game-used sod that represents the original playing field at Citizens Bank Park is being made available to fans as a collectible. The ballpark's sod was removed after the 2009 postseason. The grass has been sectioned into 3-by-3-inch pieces, freeze dried, preserved and displayed in glass cases. Each collectible includes a tamper-proof, hologram sticker from MLB's authentication program. Prices range from \$79.99 to \$119.99.

Seating capacity is 7,347 at the Mets' spring training digs in Port St. Lucie, Fla.

the New York Post. Coca-Cola will now also have pouring rights at all of MSG's New York venues, including the Theater at Madison Square Garden, Radio City Music Hall and the Beacon Theatre.

MSG helps promote Italian products

Madison Square Garden formed an integrated marketing partnership with Buonitalia SpA centered on the New York Knicks. Buonitalia SpA is the Rome-based governmental agency responsible for promoting and safeguarding Italian agricultural products. Buonitalia SpA will have a branded display at MSG where it will educate consumers on authentic Italian product lines showcased at both the arena and local retail stores.

Phillies capping season-ticket sales

The Philadelphia Phillies said they are capping season-ticket sales at 28,750 this season. The team has already sold a franchise-high 28,500 tickets for the coming season. The overall number of tickets sold for 2010 has passed 3 million.

Union to halt season sales at 12,000

MLS expansion Philadelphia Union CEO and operating partner Nick Sakiewicz said that approximately 10,100 season tickets have been sold and that the team is cutting off season-ticket sales at 12,000, according to a report in The Philadelphia Inquirer. The Union's first two home games will be played at Lincoln Financial Field while construction at PPL Park is completed.

PHOENIX

House passes bill to help teams

The Arizona House passed a bill to help the Chicago Cubs and other teams build and upgrade training facilities, according to a report in The Arizona Republic. To get the bill passed, House Majority Leader John McComish eliminated a proposed \$1 fee on car rentals in Maricopa County, according to the report.

PITTSBURGH

Dollar tickets, dollar eats for Pirates

The Pittsburgh Pirates are partnering with Pepsi for "Buc Night" on April 7 when the Pirates take on the Los Angeles Dodgers. This longtime Pirates tradition was brought back last season and garnered positive reaction. Fans will be able to purchase a limited number of \$1 tickets to the game in select sections, \$1 hot dogs, \$1 popcorn and \$1 regular Pepsi products at PNC Park concession stands.

SACRAMENTO

River Cats offer early ticket incentives

The Class AAA Sacramento River Cats offered an incentive package for fans buying tickets online during the first week of ticket sales for the 2010 season. Fans could purchase undated ticket vouchers for use at any game and in any combination, with a minimum of 20 vouchers purchased. Offers also included \$1 in Cat Cash, for use with on-site purchases, for each voucher purchased; a chance to watch River Cats batting practice from the dugout; and an opportunity to win a nightly suite or throw out the ceremonial first pitch at a game.

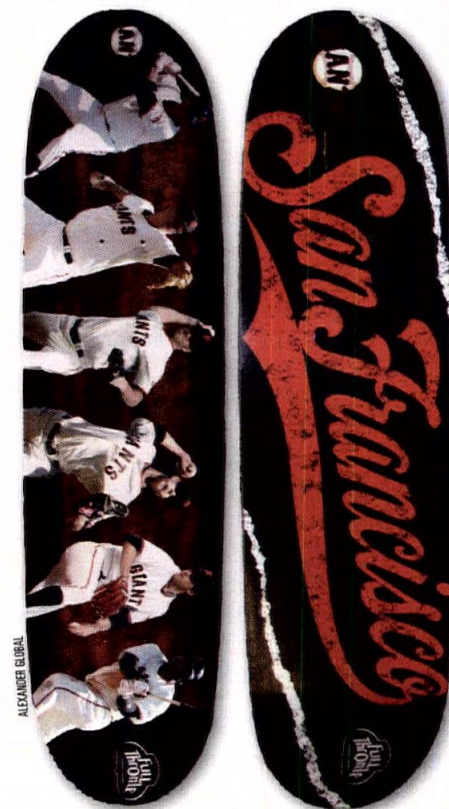
Council studying arena proposal

The Sacramento City Council agreed to begin analyzing a downtown arena proposal recommended by the mayor's task force that would involve a complex three-way land swap. The task force determined that the land swap involving the downtown rail yards, Cal Expo and Arco Arena has the best chance of success, based on financing sources. The targeted arena would be the new home for the NBA Kings.

SAN FRANCISCO

Giants offering skateboard decks

The San Francisco Giants will provide



Thousands of young fans will get a 7-ply keepsake, a souvenir with form and function.

7,500 full-size skateboard decks to fans age 14 and younger at their May 30 game against Arizona. The decks, presented by Full Throttle Energy Drinks, feature full-color graphics top and bottom with a unique non-slip surface. The product was created by Alexander Global of Bellevue, Wash.

SAN JOSE

Quakes hire SA-5 for marketing

The San Jose Earthquakes hired SA-5 as their marketing agency of record. The MLS team worked with SA-5 to create the club's recently launched "Did you feel that?" campaign. SA-5 also collaborated with the team to create two TV spots, "Cement" and "Coffee," that are currently running throughout the Bay Area.

SPOKANE, WASH.

Stadium looks to sun, sky for power

Avista Stadium, home of the Spokane Indians, will be powered entirely by renewable energy for the 2010 season through the Avista Buck-A-Block program. While most of the energy will be generated from wind, biomass and solar generation will also contribute to the power supply. The Indians are the short-season Class A affiliate of the Texas Rangers.

ST. LOUIS

Cards roll out new TV spots

The St. Louis Cardinals debuted 11 TV spots this month under the team's ongoing "Play Like A Cardinal" campaign, via locally based Waylon Advertising. The campaign focuses on team characteristics of intensity, commitment, teamwork and fun. All 11 ads were filmed in February during Cardinals spring training in Jupiter, Fla.

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PEOPLE

Baseball

Richard Andersen resigned as **San Diego Padres** executive vice president and Petco Park general manager to pursue a career in education.

The **Seattle Mariners** named **Dr. Marcus Elliott** director of sports science and performance. Elliott is the founder of Peak Performance Project.

St. Louis Cardinals Vice Chairman **Fred Hanser** left that role and was named director. **Mike Whittle** was named general counsel.

The **Washington Nationals** named **John Turnour** head groundskeeper. Turnour was assistant groundskeeper for the San Diego Padres.

The Class A California League **Bakersfield (Calif.) Blaze** hired **Justin Kozubal** as general manager.

The Class AA Eastern League **New Britain (Conn.) Rock Cats** named **Eric Fritz** coordinator of stadium operations, **Steve Given** group sales manager and **Brendan O'Donnell** assistant director of ticket operations.

The Class AA Eastern League **Reading (Pa.) Phillies** named **Aaron Gottlieb** media relations assistant.

Basketball

San Antonio Silver Stars coach **Dan Hughes** stepped down to become the team's general manager.

Colleges

The **University of Texas-San Antonio** named **Jim Goodman** associate athletic director for marketing.

Facilities

Global Spectrum named **Jim Wynkoop** general manager of the Chaifetz Arena at Saint Louis University. Wynkoop was director of facilities of the BankUnited Center at the University of Miami.



Wynkoop

Football

The Canadian Football League's **Winnipeg Blue Bombers** named **Jim Bell** president.

Golf

The **PGA Tour** named **Jay Monahan** senior vice president of business development and **Matt Rapp** executive director of The Players Championship. **Peter Kent**, vice president of retail and championship management sales, will assume additional responsibilities as vice president of championship management business affairs.

The **LPGA** hired **Kathryn Milthorpe** as chief financial officer. Milthorpe was managing director of public affairs for International Speedway Corp.

The **First Tee of West Virginia** named **Mike Mays** executive director.

John Maddern resigned as San Diego's chief of golf operations to become superintendent of **The Cliffs at Keowee Falls** in Salem, S.C.

Hockey

The **Nashville Predators** named **Tom Cigarran** chairman of the board of directors, replacing David Freeman.

The **ECHL** named **Joe Babik** director of communications.

Marketing

Txtstation named **Tommy Byrnes** director of sales.

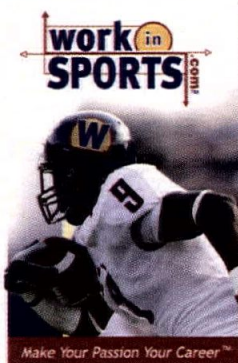
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The Lee County Board of County Commissioners is soliciting Letters of Interest for a lease occupant for a 7,826-seat sports stadium known as the City of Palms Park in Fort Myers, Florida. The stadium contains general, handicapped, reserved, employee and off-site parking, a main playing field, practice field, lighting, scoreboard and sound system.

Before submitting Letters of Interest, interested Parties must obtain from Lee County Contracts Management, 1500 Monroe St., 4th FL, Fort Myers, FL 33901 or by calling (239) 533.8883, a copy of the complete Letters of Interest package dated March 15, 2010, for this project. Or you may download these documents from our Internet site at www.lee-county.com/contracts (under Projects Bulletin). Please Note: if the Official Documents are not obtained from Lee County Contracts Management (either by request or downloading), or are modified in any manner, these Letters of Interest will not be accepted for consideration by the County.

All Letters of Interest must be submitted via email (to ContractsInBox@leegov.com) or in person to Lee County Contracts Management on the 4th Floor of the Community Development/Public Works Center at 1500 Monroe St., Fort Myers, Florida 33901, not later than **2:00 p.m., April 12, 2010.**

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Disney-MLB ■ League had been seeking alliance for about a decade to harness Disney's retail power

FROM PAGE 1

The licensing program will include caps, apparel, novelties and possibly children's footwear. While some limited product combining Mickey Mouse and other classic Disney cartoon characters with MLB logos could be at retail as soon as next month, the program will officially launch at retail in and around the July 13 All-Star Game being held in Disney's hometown of Anaheim.

Another part of the agreement will see Mickey Mouse/MLB statues placed throughout Anaheim during All-Star Week, similar to the Gateway Arch models scattered around St. Louis last July and the Statue of Liberty/MLB-logoed replicas around New York City during the 2008 All-Star Game. About 67,000 10-inch-tall replicas of those MLB Statues of Liberty were sold. Given the power of Mickey Mouse and other venerable Disney cartoon characters at retail, MLB hopes that 100,000 of those replica statues will be purchased this year.

Because of Disney's enormous power at retail globally, MLB has been seeking an alliance for about a decade. "Kids are always a major focus as baseball, or any sports property, looks to bring more fans under its umbrella and into its park," said one senior licensing executive with knowledge of the deal. "That's why this works so well for them."

Sources pointed to Stephen Teglas, vice president and general manager of Fashion & Home for Disney Consumer Products, and Howard Smith, MLB senior vice president of licensing, as the principal architects of the deal.

Disney's \$30 billion in annual global consumer products sales is nine to 10 times that of MLB's. Baseball and its licensees should get a huge boost from sales generated by All-Star Game-related merchandise, but the



Mickey Mouse/MLB statues will be placed throughout Anaheim during All-Star Week, similar to the replicas of the Statue of Liberty used in New York City for the 2008 event.

program is designed to last longer than that. For example, there has already been talk of spring training-themed products for next year's Grapefruit League season.

Some of MLB's largest licensees have signed on, including on-field cap rights holder New Era, as well as VF, whose Majestic Athletic brand holds exclusive MLB uniform rights. Also in the mix is New Era's 5th & Ocean apparel brand, along with novelty/accessory licensee Team Beans/Forever Collectibles, which will make the

Sources pointed to Stephen Teglas, vice president and general manager of Fashion & Home for Disney Consumer Products, and Howard Smith, MLB senior vice president of licensing, as the principal architects of the deal.

Mickey Mouse/MLB statues. There will also be cross-licensed pins and plush.

Aside from sales gained by combining some of the most powerful logos in licensed products, the deal should increase distribution for each licensor. It will push sales of Disney product into the sporting goods specialty channel, where MLB has a strong presence. The Disney-MLB merchandise will also be sold in MLB parks and team stores. Conversely, the cross-licensed merchandise will also be sold in Disney parks, through the hundreds of Disney-branded mall-based stores and possibly in Disney's department store distribution channels, an area where MLB licenses are weak.

"The game being in Anaheim means there will be a good market for event-based merchandise, and beyond that, nothing's more apple pie and America than baseball and Disney," said Gene Goldberg, former NFL consumer products vice president and now an independent consultant. Goldberg recalled the NFL doing some limited-event merchandise with Disney, but never a full-blown program. "One of the problems [Dis-

ney] had with the NFL was that we were doing cross-licenses with quite a few characters, so as long as they keep it special, it should work."

Cross-licensing is not new, but Disney is as protective of its marks as any big merchandiser, so any deal is significant. Cross-licensing for large sports properties was a byproduct of the 1990s licensing boom. MLB cross-licensed with Snoopy and Peanuts, Looney Tunes and Betty Boop. The NHL had a kids line with the Muppets, while the NFL combined its intellectual property with classic cartoons such as The Flintstones, Looney Tunes, Garfield and The Pink Panther.

"Both companies have to back down a little on their normal percentages to make these deals work, but it's also important for them to use what is essentially a new brand [combined] on new products to further extend the cachet," said independent licensing consultant David Schreff, who marshaled similar deals while serving as president of the NBA's media and marketing group and president and COO of Marvel Entertainment, now owned by Disney. "If the license extends that far, there should also be a real opportunity in baseball-Disney premiums."

The licensing relationship with Disney is the latest evolution of what appears to be swelling business ties with MLB. Disney's ESPN unit is a longtime MLB rights holder, and last year, the two parties staged an All-Star Game promotion around Disney's "G-Force" movie.

The MLB-Disney licensing alliance follows a small run of cross-licensed NBA-Disney licensed T-shirts sold during last year's Orlando Magic-Los Angeles Lakers Finals.

ManU ■ Team last toured the U.S. in 2004

FROM PAGE 1

and Toronto.

Terms of the agreement between CAA and SUM were not available. Both organizations declined to comment.

Manchester United last toured the U.S. in 2004 as part of the Champions World Series, which also featured Celtic, Liverpool, AC Milan and others. The club brought mostly reserve and youth players for exhibition games that year in Chicago, New York and Philadelphia. Average attendance over the three games was 62,684.

If the club returns this summer, it's unlikely that it will bring its first team and star players like English forward Wayne Rooney and Brazilian midfielder Anderson because many of those players will have World Cup commitments. Even without its biggest stars, though, the Glazer-owned soccer club has the power to draw spectators.

"Manchester United is one of the biggest, if not the biggest, brands on the planet," said John Guppy, founder of Gilt Edge Soccer Marketing. "It's a challenging year with player availability after the World Cup and it remains to be seen what squad they will bring over, but it's still exciting that they want to come back to the U.S. market."

The partnership CAA and SUM estab-

lished in an effort to bring Manchester United to the U.S. marks the first time the two organizations have worked together since competing against each other last summer.

In 2009, CAA organized a six-game exhibition tour featuring AC Milan, Inter Milan, Chelsea FC and Club America. The CAA tour, which was known as the World Football Challenge, posed a threat to SUM's position as the exclusive event marketer and organizer for U.S. soccer tours. It also threatened to detract from SUM's 2009 soccer events, the Gold Cup and an FC Barcelona tour.

Ultimately, both groups were able to pull off their respective events without damaging each other, leading soccer stakeholders to name last year "The Summer of Soccer." CAA's World Football Challenge averaged 56,136 spectators over six games and 152,000 Hispanic households on ESPN Deportes for six matches. Meanwhile, the Gold Cup final drew close to 80,000 fans at Meadowlands Stadium, following a quarterfinal doubleheader at Cowboys Stadium that attracted 85,000. FC Barcelona drew a crowd of 61,572 fans for a game against Chivas de Guadalajara at San Francisco's Candlestick Park.

MLS ■ Gains for league, players in labor deal

FROM PAGE 4

Under the new CBA, teams have to pay players for exhibition games. The first game is free; the second is \$500 per player; the third is \$750 per player; and the fourth is \$1,000 per player. Games against elite international teams like FC Barcelona or Club America cost even more.

■ FIGHT ANOTHER DAY

The biggest issue in the MLS labor negotiations was the players' fight for free agency. Ultimately, players worked for limited freedom of movement and opted to fight for full free agency another day.

Taylor Twellman, the player representative for the New England Revolution, said that players knew in order to achieve free agency, they would have to strike. Though the players overwhelmingly voted to authorize a strike, he said they didn't really want to strike because of the league's economic condition and the general state of the economy.

"I wouldn't say one side caved in," Twellman said. "It was really an open discussion about what is best for soccer and how can we avoid a strike."

Five years from now, Twellman said, MLS players may seek free agency

again "if the league is cranking and the stadiums are filled."

■ FUTURE OF THE UNION

The future of the union's leadership is not entirely clear given the fact that players failed to achieve the right they coveted most: free agency. However, a few player-side sources who did speak out last week voiced support for MLSPU Executive Director Bob Foote, general counsel Jon Newman, and Eddie Pope, director of player relations, praising the work the trio did during the last two years to unify players.

Players felt prepared for every scenario that might arise during negotiations, Columbus Crew player representative William Hesmer said. For example, he said that the union had sent players an example of a letter it believed the league would send prior to a strike about cutting health insurance. As expected, the league sent a nearly identical copy of the union's "example" letter two weeks ago.

"They had the foresight to see exactly how the negotiations would play out and it did play out that way," Hesmer said. "Bob Foote, Jon Newman, Eddie Pope — they all did a tremendous job."

NFL-ESPN ■ League reopened deal to insert language about payment terms in the event of a lockout

FROM PAGE 1

confirmed the talks late last week, saying the two sides were "finalizing a deal for significantly expanded U.S. digital and international rights."

The pending deal developed as the league opened ESPN's \$1.1 billion annual contract to insert language that outlined payment terms in the event of a lockout. The contract already called for ESPN to make such payments, but the NFL wanted its language to mirror previously agreed to contracts with CBS, Fox and NBC.

The digital deal will give the Bristol, Conn.-based network the right to stream "MNF" games via broadband, sources said. ESPN executives aren't certain whether they would exercise those rights, even on its broadband site ESPN360. ESPN makes more than \$4 per subscriber per month from cable and satellite operators, and ESPN is reluctant to put its highest-rated content on broadband and risk devaluing its linear TV deals with MSOs.

For the past two seasons NBC Sports and the NFL have streamed the "Sunday Night Football" game on NBCSports.com and NFL.com. The online feed has had limited success, while offering a different viewing experience featuring multiple camera angles and interactivity.

ESPN will also stake a big claim to the mobile area, though several questions remain about the offer. It's unclear whether the NFL would allow ESPN to stream its NFL content via a wireless carrier other than Verizon Wireless, which signed an extensive mobile content deal just two weeks ago that did not include rights to "MNF."

"It might not be fully cooked," said Dallas Cowboys owner and NFL broadcast committee member Jerry Jones in response to a question about whether ESPN would be allowed to stream "MNF" to Verizon or other carriers. "I am not really sure that I want to answer that right now."

Even with ESPN as the intermediary, it's

The new deal would allow ESPN to use NFL highlights on its main ESPN.com page, its local Web sites and to stream them to mobile devices.

hard to believe the "MNF" rights won't end up on a Verizon platform. "They are our rights to sell," said NFL spokesman Brian McCarthy.

The cash bonanza the NFL recently realized by selling rights to Verizon in a \$720 million deal shows there's increasing value in mobile content.

"After a deal of this magnitude gets done, every rights holder is looking closely to see if they can drive more revenue from their content," said Chris Russo, chief executive of Fantasy Sports Ventures and the former top media executive at the NFL.

The proposed deal also gives ESPN much broader highlight rights, both online and mobile. ESPN's original deal gave the media company limited highlight rights, as the NFL has sought to make NFL.com the major online destination for such clips.

The new deal would allow ESPN to use highlights on its ESPN.com home page, its local Web sites and to stream them to mobile devices. It also will be able to stream games, though that part is still taking shape.

One of the biggest parts of the deal is internationally, where ESPN will gain the rights to televise its "MNF" game and "Monday Night Countdown" pregame show in the United Kingdom via its newly launched British cable channel, ESPN UK.

"MNF" has not been telecast in Britain for the past several years. This deal, however, marks the first time in more than a

Ebersol: Players should do TV interviews

With ESPN having cleaned up the language in its broadcast contract with the NFL to ensure that payments to the league continue even during a possible lockout next year, every football broadcaster is fully in that camp.

This angers the union, which maintains that the networks are siding with management and financing the NFL's ability to lock out the players next year when the collective-bargaining agreement expires. As such, the NFL Players Association last week suggested it might withhold players from pre-production meetings for broadcasts.

"If Fox and CBS and NBC, for instance, are going to finance the lockout, why should we give them free access to our

players?" Mawae asked in an interview with SI.com. "We are taking a hard look at our players' availability for the networks that choose to pay the league in the event of a lockout."

NBC Universal Sports and Olympics Chairman Dick Ebersol, whose network broadcasts "Sunday Night Football," said he is surprised by the players' stance.

"The only people who would be harmed by this are the players," Ebersol said in a brief interview last week in the lobby of the Ritz-Carlton in Orlando, site of the NFL owners meeting. "In many cases, this is the way the public gets to know them, whether it is in a pregame show or the shoulder programming."

—Daniel Kaplan

decade that a TV network other than Sky Sports will carry live NFL programming in Britain.

Since 2006, the league has streamed games overseas via "NFL Game Pass," a Sunday Ticket-style service that streams all games for around \$240 per season.

ESPN and the NFL negotiated their digital deal at the same time as they both reworked the network's "MNF" contract. The NFL looked to insert language into the deal to ensure payments continue in the event of a lockout.

Sources have said that the two sets of talks were separate and are not related.

The networks have said that they consider the payments loans that will be paid back by the league if games aren't played. At an industry conference earlier this month, Fox Sports' Ed Goren said, "It's not as if we are running a charity. We give every year. That money comes back."

When asked if it was a loan, Goren replied emphatically, "With interest."

NBC Universal Sports and Olympics Chairman Dick Ebersol also said that the relevant language in the new TV contracts signed last year by NBC, Fox, DirecTV and CBS was no different than what's been in past contracts, questioning the furor over the networks guaranteeing payments.

"I have been around longer than anybody else, and I don't remember a deal, certainly all the way back to the early 1980s, that this wasn't in," he said. "This is not a new development."

The broadcasters do get their money back with interest if games aren't played. The one exception is DirecTV, which would not get all of its money back for games lost, with the reasoning being that the network is able to secure subscribers because of the NFL, and the loss of a few games would not materially harm that income.

Noise ■ New measures are a step by the league intended to boost the fan engagement at stadiums

FROM PAGE 1

It Up," "Let's Hear It!" and "12th Man," or from creating visual noise meters. Teams are no longer so constrained but must cease these messages 15 seconds before the ball is snapped.

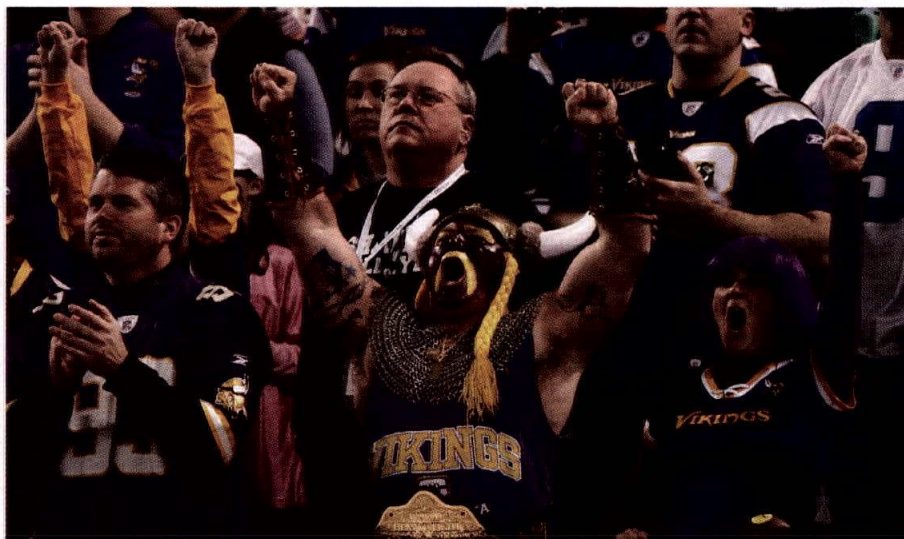
"We probably would have wanted to be more aggressive, but it is a step," said Stephen Jones, the Dallas Cowboys' chief operating officer. "We want to make it a fun place for the fans to be, and [Commissioner] Roger [Goodell] pushed this, and we will see how it works."

Jones said he would have preferred the video messages be allowed to run up to the snap.

The new rules, which the eight-member competition committee unanimously approved, did not affect the league's noise prohibitions. Teams still cannot pipe in artificial noise.

The video restrictions were designed to prevent home teams from gaining an unfair competitive advantage. High-decibel crowds make it difficult for a visiting team's offense to hear the calls at the line of scrimmage. But Mark Waller, the NFL's chief marketing officer, said coach-to-quarterback electronic communications, in place since 1994, have largely negated that issue.

"Some of the noise rules we have had



Teams will have more options to encourage their fans to pump up the volume.

kind of stopped the crowd getting as energetically engaged as we want them to be," Waller said.

The new rules do include some prohibitions, including videos showing opposing team huddles, opponent conferences in the bench area, or the opposing quarterback at the line of scrimmage. Previously, teams could show this footage. Also, public address announcements must now stop when

the opposing team breaks its huddle, or if it's a no-huddle offense, when the team approaches the line of scrimmage.

Goodell identified improving the in-stadium experience as one of three league priorities last week during the league's annual meeting, the other two being player safety and the ongoing labor talks. With advanced in-home entertainment systems keeping more fans in the comfort of their homes, the

NFL is creating incentives for consumers to come to stadiums.

In 2007, the league instituted a fan code of conduct, which led to teams implementing in-stadium text-messaging systems allowing spectators to alert stadium authorities about misbehavior. Research the league conducted demonstrates that over the last few years there has been a low double-digit percentage increase in fan comfort in this regard, Waller said.

This year, the league will encourage teams to offer more stats, replays and highlights of other games in the stadium, Waller said. An effort being led by the Miami Dolphins involves promoting handheld mobile devices that let fans watch highlights and other games.

But the most immediate change is the lifting of the ban on video-board messages promoting noise.

"I am sure it will create a little more in-stadium excitement," said Atlanta Falcons owner Arthur Blank.

The change did not require an owners vote because it did not change in the rules of the game. It puts the NFL more in line with how the other three top sports leagues — MLB, NHL and the NBA — allow video boards to be used for fan prompts.

Owners focus on issues other than labor

For all the hype about the NFL labor situation and the buildup to last week's annual owners meeting with the demise of the salary cap earlier this month, the subject was hardly a major theme through the three days of discussions.

The comments league officials did make were hardly pressing. Instead, the tenor reflected the fact that it's nearly 12 months until the collective-bargaining agreement would expire — not until the end of the next league year — and not until September 2011 that any regular-season football games could be lost.

FROM THE NFL
OWNERS MEETING
ORLANDO
DANIEL KAPLAN

Commissioner **Roger Goodell** described the process as being only in the first quarter, and the league even canceled a media briefing from chief labor negotiator **Jeff Pash**.

"I wouldn't confuse a lack of urgency with being cavalier and not caring," Pash said after the meetings concluded on Wednesday. "But people understand the issues and they know there is a lot of time ... so no one is panicking."

Pash said negotiations with the NFL Players Association would continue in April. He did not specify where or when any such meetings would occur.

The owners spent far more time tweaking the game's playoff overtime rules than they did on labor. While some outlets reported that the union took issue with the OT move, a union spokesman, Carl Francis, said the union had no position on the matter.

The NFLPA did send to select reporters during the meeting a list of 10 questions to ask the commissioner during his press conferences, though the labor-related questions during these exchanges were largely about process rather than substance. This reporter did ask Goodell a variation on one of the 10, though: whether players should get a share of the proceeds from franchise sales.

"They have raised that issue before, and we have discussed it for several decades,



Sun Life Stadium, home of the Miami Dolphins, won't have any formal improvement plans in place when owners meet again in May and award the 2014 Super Bowl.

and I am sure it is not unique to the NFL either," Goodell responded. "And we are willing to negotiate and discuss and reach a fair agreement, so I am not going to parse out the specifics of any negotiation."

■ **NEWSOME JOINS OWNERS' GROUP:** When Goodell separately was asked who's on the league's labor team, he first mentioned the usual suspects, including Pash and Carolina Panthers owner **Jerry Richardson**, the co-chair of the league's labor negotiating committee. But then he mentioned a wild card: **Ozzie Newsome**, the former pro bowl tight end



Former player **Ozzie Newsome** has joined owners in labor negotiating sessions.

and current Baltimore Ravens general manager. Newsome has attended five negotiating sessions. In a statement through a team spokesman, Newsome said, "The commissioner wanted someone who is down in the foxhole and who can talk about OTAs [organized team activities in the offseason] and training camp. ... As a former player, I can speak the same language with [NFLPA President] **Kevin Mawae**." Newsome said he is on call for future meetings.

■ **B OF A DEAL ENDING:** Bank of America's six-year sponsorship of the NFL will expire Wednesday, said **Wayne Weaver**, the Jacksonville Jaguars owner and chairman of the owners' business ventures committee. Bank of America and some NFL clubs were at loggerheads over the bank's push for exclusive rights to all 32 teams, a practice the league has moved away from in the last decade. While the league at one point had hoped to have owners vote on a contract last October, now the deal will expire. Weaver said the league is talking to other financial service providers about the category.

■ **NFL PLAYS ON BROADWAY:** The league will get a cut of ticket sales of the new play about legendary Green Bay Packers coach **Vince Lombardi** that's opening on Broadway later this year. The play is being produced by former Anheuser-Busch

marketing chief **Tony Ponturo**, who also produced the hit revival of "Hair." The league had to consent to certain licensing rights for the play, such as Packers logos, something Ponturo said recently was in negotiations. In return, the league will enjoy a portion of the gate.

■ **TALKS INCLUDE ON-FIELD RIGHTS:** The NFL's apparel and licensing deal with **Reebok** expires in March 2012, but the date is closer than it seems because a company needs about 18 months of lead time to get products to market. **David Baxter**, president of Reebok sports licensing unit **OnField Apparel**, who was at the meetings Tuesday, said either Reebok or its parent, Adidas, could take the new deal. He said he did not know if the NFL was negotiating with other parties, adding that there is no exclusive window. He predicted a new deal realistically needed to get done by late this year or early 2011.

■ **SUPER QUESTION IN MIAMI:** The bidding cities for the 2014 Super Bowl, which will be awarded at the spring owners meeting in Dallas in May, are Miami, Tampa and long-discussed candidate New York, which would serve to host the first outdoor cold-weather Super Bowl. Just as intriguing, though, is Miami, which played host to this past season's game. The NFL has said improvements to Sun Life Stadium, the Miami Dolphins' home, are necessary to keep the venue a viable candidate for hosting the event. The Dolphins have talked with local municipal authorities about needed upgrades and how such improvements could be funded, but Dolphins President **Mike Dee** said no formal plan is expected to be in place in time for the owners' May vote.

So would awarding the game to Miami undercut the NFL's argument about the stadium and take the pressure off the community to fund renovations? "It potentially could take away some of the leverage," Dee said. But, he added, the renovations are not only about the 2014 game, but also about ensuring that the stadium gets 10 out of the next 44 Super Bowls, as it did with the first 44.

NFL looks at creating home teams for foreign games

CMO: Sending same clubs would boost fan passion

BY DANIEL KAPLAN

STAFF WRITER

The NFL is considering designating one or two teams that would regularly travel overseas for in-season games in an effort to create a hometown rooting interest in the foreign markets.

The plan is long-term and would not be implemented until a new labor deal is in place at the earliest, but the league appears ready to move beyond just staging a single regular-season game in London every year and expanding that to as many as four international contests. The league

also has hosted regular-season games in Mexico and Canada in recent years.

"[What] we learned in the U.K. and Mexico and Canada is ultimately you get fans, and to develop that into avid fans ... they have to have a team to root for, a team to love, and the way you do that is to have enough games so one team can come back on a regular basis," said Mark Waller, the NFL's chief marketing officer, who oversees the league's international businesses. "If you only have one game and different teams every year, it's not enough."

"Imagine, if you had four games in the U.K., and two of those games were different each year," Waller said, "and two featured the same teams on a repeat basis."

Waller presented that outline to owners last week at their annual meeting. The com-

ments reflect statements he made last fall about the league's international opportunities, in advance of the 2009 London game between New England and Tampa Bay.

Currently, the London games are governed by a five-year resolution the league agreed to in 2007 to stage up to two games a year in the city. There has been a single game each of the first three years.

The Buffalo Bills, independent of that resolution, have played one home game in Toronto each of the last two seasons.

To expand the overseas calendar so aggressively would almost certainly mean an addition of one or two extra games annually to the current 16-game schedule. Many teams are loath to give up home games on a regular basis, though some teams, including the Jacksonville Jaguars

and Tampa Bay, are struggling to sell out games. The Bucs recently warned that the team could suffer its first blackouts since opening Raymond James Stadium in 1998.

Waller may be in front of the thinking of NFL owners, at least in some cases. Rita Benson LeBlanc, co-owner of the New Orleans Saints and a member of the owners' international committee, said she would like to see the current setup continue before altering the model.

Waller's counter to that appears to be that if the league wants to grow, it can only do so much in the United States, where it already holds standing as the nation's most popular sport.

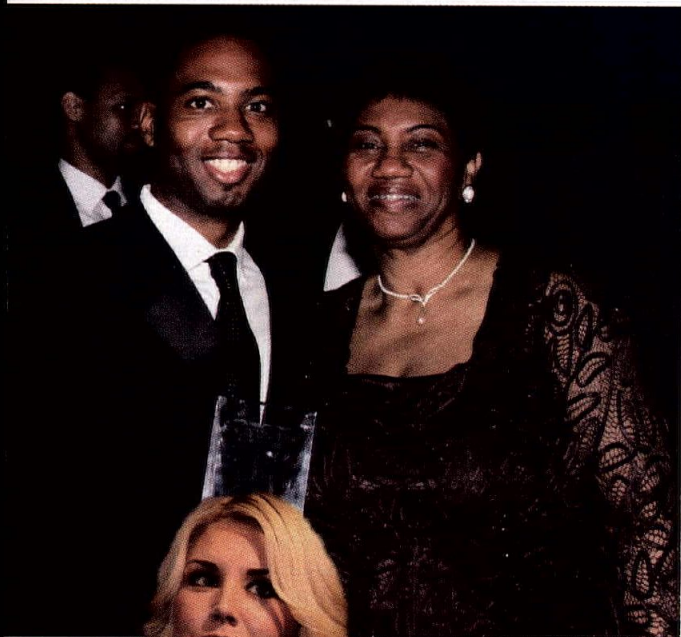
"There is clearly massive upside internationally," he said.



WELCOME TO THE SPORTSBUSINESS JOURNAL SPORTSBUSINESS DAILY FORTY UNDER 40 AWARDS 2010

More than 400 people gathered at the JW Marriott Hotel at L.A. Live in Los Angeles on March 18 for the 10th edition of the SportsBusiness Journal/SportsBusiness Daily Forty Under 40 awards ceremony. Thirty-nine honorees attended the event (38 in above photo), co-hosted by Charissa Thompson and Chris Rose of Fox Sports. By winning his third award, DirecTV's Eric Shanks became a Forty Under 40 Hall of Famer.

ALL PHOTOS BY MICHAEL GOOD PHOTOGRAPHY



ABOVE: Derek Jackson, Florida Marlins, with his mother, Shirley



LEFT: Co-host Charissa Thompson

BELOW: The winners take a bow on stage.



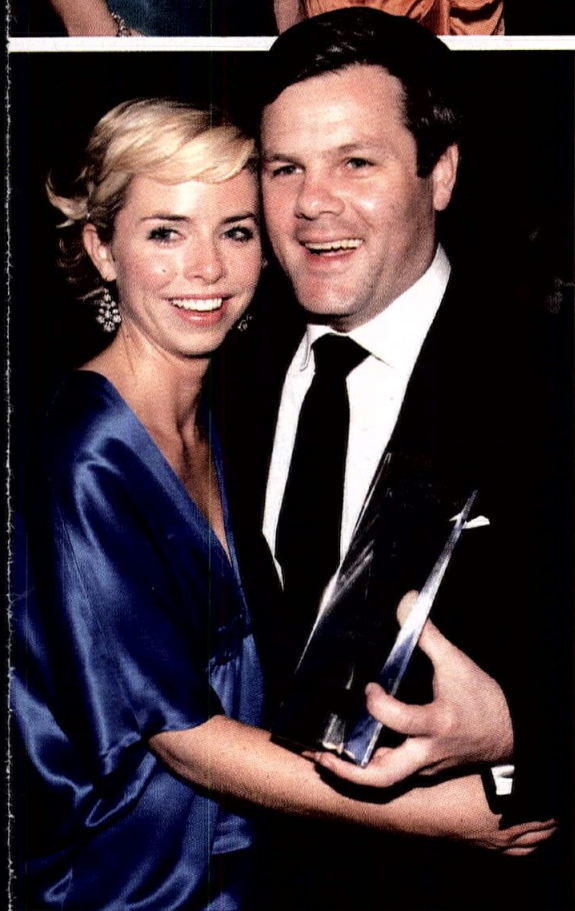
RIGHT: Co-host Chris Rose

BELOW: Hall of Fame inductee Eric Shanks of DirecTV



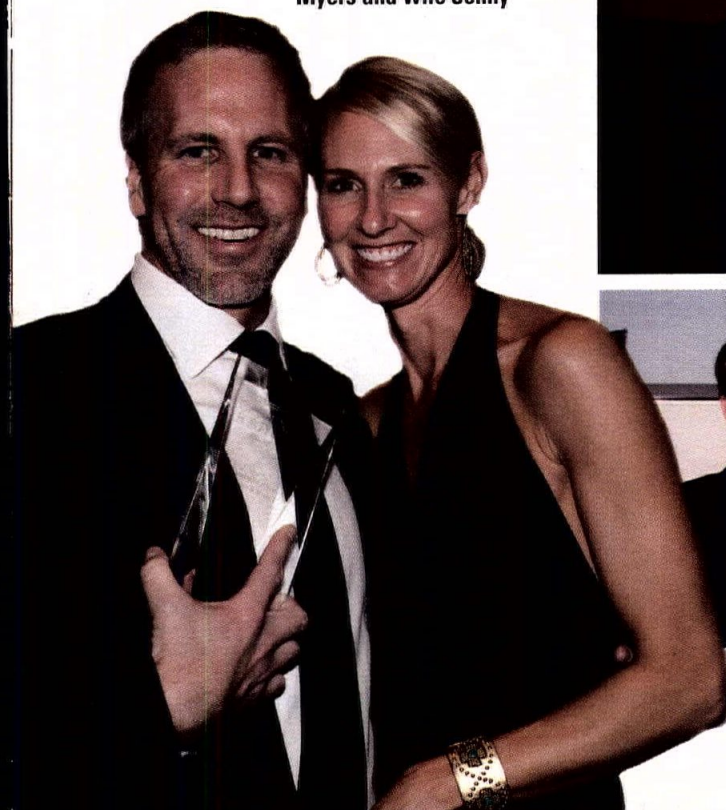


ABOVE: Christina Carrdellio (left), Allison Howard and Randy Bernstein (right) of Premier Partnerships with past winner Adam Silver



ABOVE: Mike Kerns of Citizen Sports Network and wife Fiona Buckley

BELOW: Chris Brearton of O'Melveny & Myers and wife Jenny



ABOVE: Matt Hong of Turner Sports, Joe Inzerillo of MLB Advanced Media, Lawton Logan of IMG College

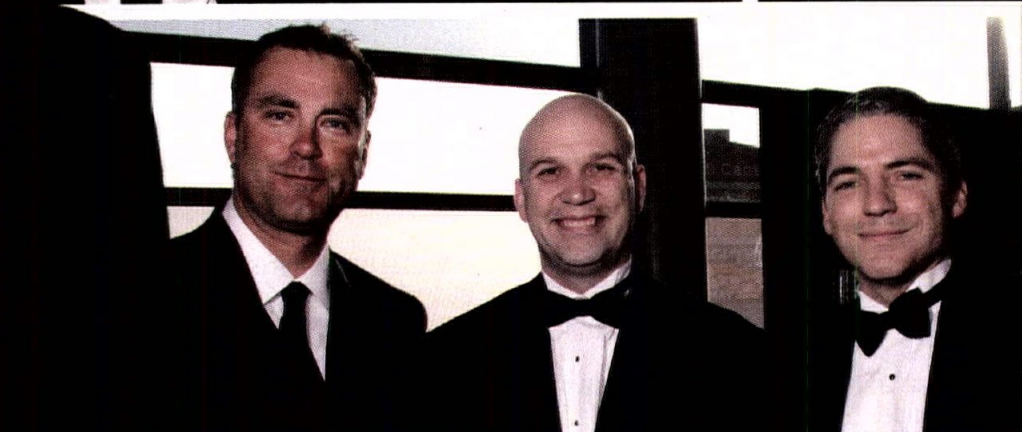


LEFT: Past winner Greg Luckman of GroupM ESP and Hall of Famers Mark Tatum of the NBA and Scott O'Neil of MSG Sports

BELOW: Bill Rhoda of CSL, Chris Granger of the NBA, Matt Pensinger of Relay Worldwide



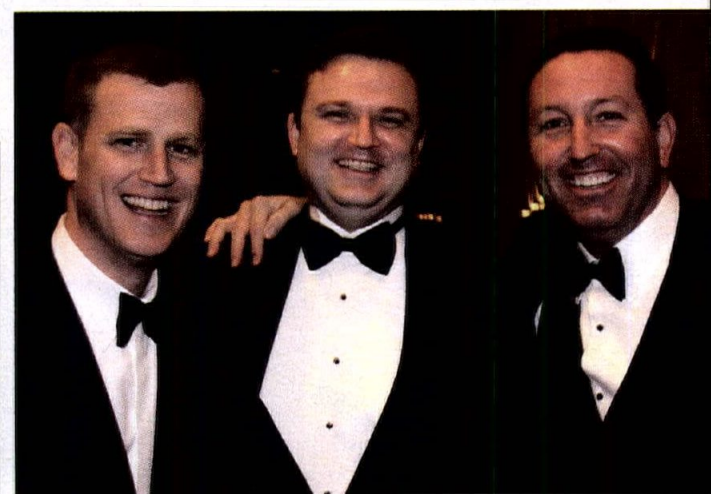
BELOW: Kevin Compton of Kleiner Perkins Caufield & Byers and the San Jose Sharks with wife Gayla



LEFT: Bastien Renard of Nike, Paul Danforth of CAA Sports, Andrew Cohen of Visa USA

BELOW LEFT: Thad Sheely of the New York Jets, Jamie Zaninovich of the West Coast Conference

BELOW: Sam Kennedy of the Boston Red Sox, Daryl Morey of the Houston Rockets, Paul Danforth of CAA Sports



What I Like ...

PROFESSIONAL

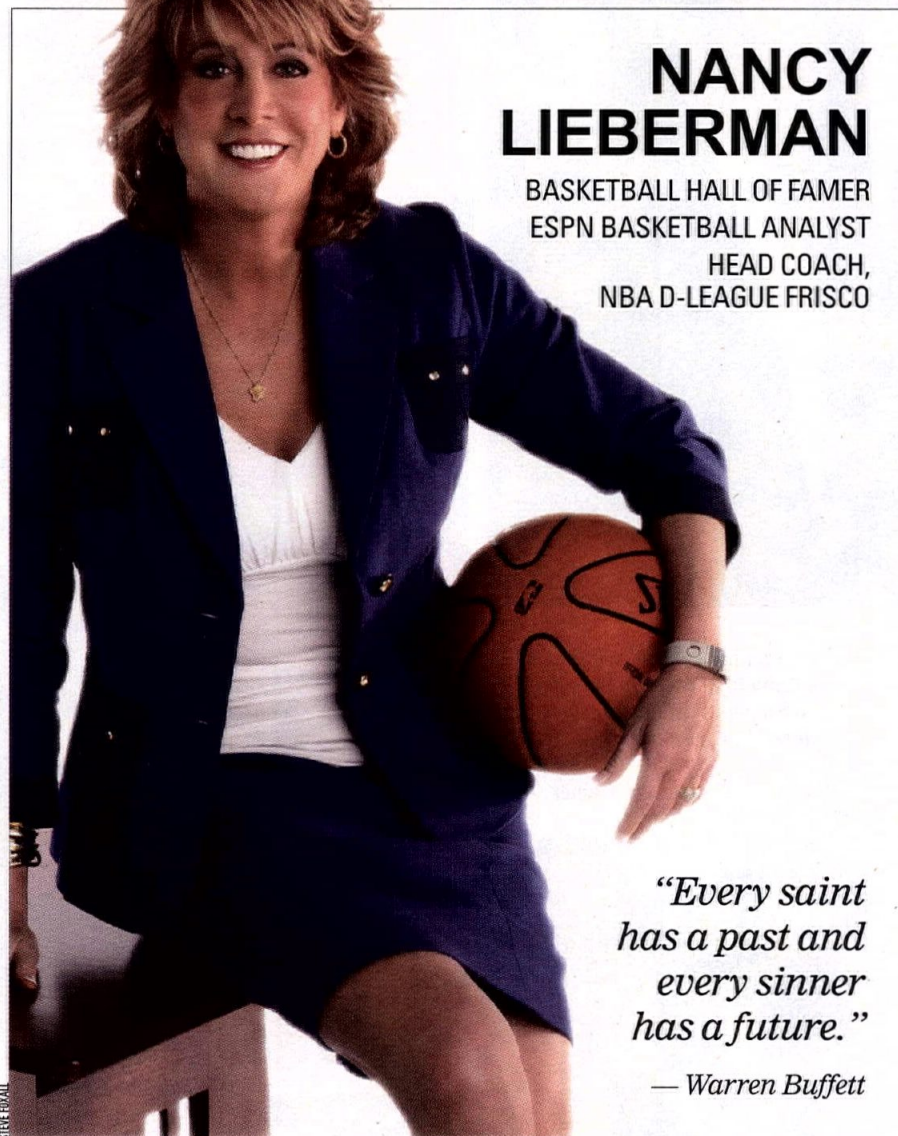
What I like ...

- **AN INSIGHT:** You can't always control your reputation, but you can always control your character.
- **AN INFLUENTIAL PERSON IN MY CAREER:** Muhammad Ali. He gave me vision and my path to succeed no matter what obstacles are in front.
- **AN OUT-OF-THE-BOX IDEA:** X Games — making it mainstream.
- **A TIMELESS IDEA:** Loyalty. It's so simple and costs nothing.
- **A BUSINESS DEAL:** Yankees and Cowboys teaming up at the stadium. That's greatness.
- **A SPORTS FACILITY:** Cowboys Stadium — it's out of this world.
- **A SPORTS EVENT:** Kentucky Derby. I just love the pageantry.
- **A STRATEGY:** Drawing up a game-winning buzzer-beater and we win my first game in the NBA D-League in November.
- **A HIRE:** Mark Cuban hiring Terdema Ussery as president of the Mavs. He is brilliant.
- **A BRAND:** "SportsCenter." It's all you need to know.
- **A TREND:** Love the fashion of Ed Hardy sneakers for kids.

- **AN INNOVATION:** The movie "Avatar" — unreal.
- **A PRO LEAGUE OR TEAM BUSINESS INITIATIVE:** Do what MLB did: The winner of the All-Star Game gets home-court advantage.
- **A STORY THAT BEARS WATCHING:** NBA collective bargaining! No strike, please!
- **AN IDEA OR INVENTION I WISH I HAD THOUGHT OF:** C-Prime bracelets.
- **A FANTASY JOB:** Working for Warren Buffett at Berkshire Hathaway.

What I Like About ...

- **MY JOB:** I get a chance to teach people each day to never fear your dreams!
- **COMPETING:** Nothing like winning.
- **SPORTS:** Confidence and competition.



NANCY LIEBERMAN

BASKETBALL HALL OF FAMER
ESPN BASKETBALL ANALYST
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*"Every saint
has a past and
every sinner
has a future."*

— Warren Buffett

- **SPORTS BUSINESS:** Genius and visionaries.
- **SPORTS MEDIA:** More forgiving of athletes.
- **THE FUTURE (OR DIRECTION) OF SPORTS BUSINESS:** Keep balance between paying athletes fairly and showing long-term loyalty to the fans.
- **SPORTS FANS:** Affordable ticket prices.

What I'd Like To ...

- **CHANGE:** The culture of sportsmanship in games.
- **SEE MORE OF IN SPORTS:** Uniforms that fit. I dislike the shorts to the knees.
- **SEE LESS OF IN SPORTS:** Yelling at the referees. They are not trying to mess your game up.

- **SEE MORE OF IN SPORTS BUSINESS:** Opportunity for minorities at all levels, especially ownership.
- **CHANGE IN WHAT I DO:** Stop speeding, maybe. I love driving fast!
- **SEE DIFFERENT:** More women's CEO positions.
- **ELIMINATE:** Discrimination. Be open-minded to all that are truly qualified.

What I Don't Like ...

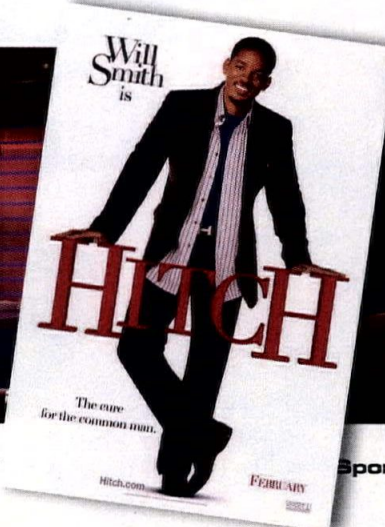
- **PET PEEVE:** Be who you are in the light, as you are in the dark. Be real!
- **IN SPORTS:** Fans booing their own team. Be a true fan and support your team in good and bad.
- **ABOUT SPORTS FANS:** Can't live with them, can't live without them.

PERSONAL

What I like ...

- **THAT WOULD SURPRISE THOSE WHO KNOW ME:** I love to take cooking classes.
- **ABOUT MYSELF:** Loyal, sensitive, loving and not patient!
- **PLAYERS:** Dwight Howard (no tattoos), Martina Navratilova (her heart and openness; greatest ever on the tennis court).
- **TEAMS:** New York Yankees — forever.
- **CITY:** New York City and its energy.
- **POSSESSION:** My 1976 silver medal.
- **MEMENTO:** Joe DiMaggio's autographed baseball (I forgot I had that).
- **MUSIC:** Hip-hop, thanks to my Detroit Shock players, who turned me on to that in 1998.
- **AUTHORS:** Ralph Sawyer ("Art of War").
- **CHORES:** Cleaning my house — I actually enjoy it.
- **TRIPS:** Puerto Rico for the Roberto Clemente Foundation.
- **MOVIES:** "Bringing Down the House," "Hitch" — I love funny and stupid.
- **TV:** "Law & Order," "CSI," "SportsCenter," NBA TV, CNN.

- **CONCERTS:** Michael Jackson's Victory Tour, 30th anniversary concert, MSG.
- **ARTIST:** Elton John. His music, voice and longevity.
- **FOOD:** Sushi, lobster.
- **DESSERT:** Pralines and cream ice cream.
- **SCENT:** Angel — I always get compliments. I wonder if that is why I wear it?
- **VACATION SPOT:** Hawaii.
- **CARS:** 2009 Bentley GTC convertible, burnt oak; 2009 black Escalade, black 24-inch rims.
- **SINGER:** Michael Jackson — friend, genius, sweetness, innocence, misunderstood and missed badly.
- **QUOTE:** "Every saint has a past and every sinner has a future." — Warren Buffett



TEN YEARS AGO

Daytona 200 winner **Jarno Saarinen** (Yam) completely dominated both 100-mile legs of the Imola 200, leading every lap but one. Second, for the second year in a row, went to factory Ducati rider **Bruno Staggiari** and his 2-3. Italian Kawasaki rider **Walter Villa** went 5-2 for third. Top Yank was **Kel Carruthers** (Yam) at fifth overall.

Michigan's **Art Blough** and his 250 Suzuki took the overall win in the 100-mile Fallen Timbers National Enduro with a score of 964. High Point A honors went to **Bill Kain** at 957, and **Dick Burleson** copped the win in the 125cc A class.

At a CMC motocross at Saddleback Park, **Ray Lopez** and his Penton appeared to have the win locked up late in the second moto, only to have the countershaft sprocket start slipping. That resulted in a last-lap, last-turn pass by **Marty Smith**, giving the overall win to the Monark rider with Lopez second. **Tim Lunde** won the 250cc Expert class on a Honda, and **Wayne Boyer** took his CZ to the 500cc Expert victory.

Over in Europe, Bultaco's **Jim Pomeroy** followed up his 250cc MXGP opener win with a fourth overall in the second round, run in Italy. Pomeroy scored two fifth places to wind up behind **Pavel Rulev** (KTM), **Adolph Weil** (Mai) and **Jaroslav Falta** (CZ) in the overall results. In the point standings, Weil assumed the lead with 40 points over Pomeroy's 35.

Gunnar Lindstrom was appointed as Husky's U.S. racing team manager.

Ho hum time in the desert — this time the Victors M.C. hare 'n' hound — as **Tom Brooks** and his 125 DKW took another overall win. Second went to Pasadena, Calif., police officer **Jack Knebel** on a big CZ, followed by the more-than-175cc-but-less-than-250cc DKW of **Mark Adent**.

Husky rider **Bill Menchen** lost just three points over two days to win the Tecate 500 enduro. Second was Honda rider **Charley Hokie** (Hon), who dropped four.

Steve McMahan and **John Sandona** finished 1-2 in the 500cc Amateur/Expert class of a TT scrambles at Peris Raceway. Bultaco rider **Rick Hutchins** won the 250cc Amateur/Expert clash.

Triumph rider **Randy Scott** took the annual Northwest Championship TT at Boise, Idaho. He was followed to the line by Honda rider **David Aldana** and Triumph pilot **Randy Skiver**.

In the 250cc Expert class of a Salinas, Calif., motocross, the top three finishers were **Bob Bowers** (Hus), **Ron Alsop** (Hon) and **Billy Graham** (Yam).

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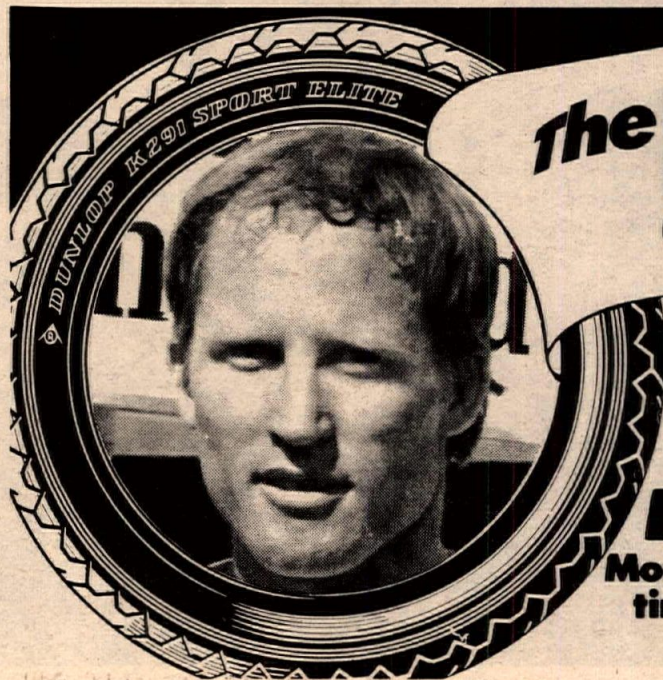
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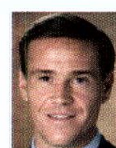
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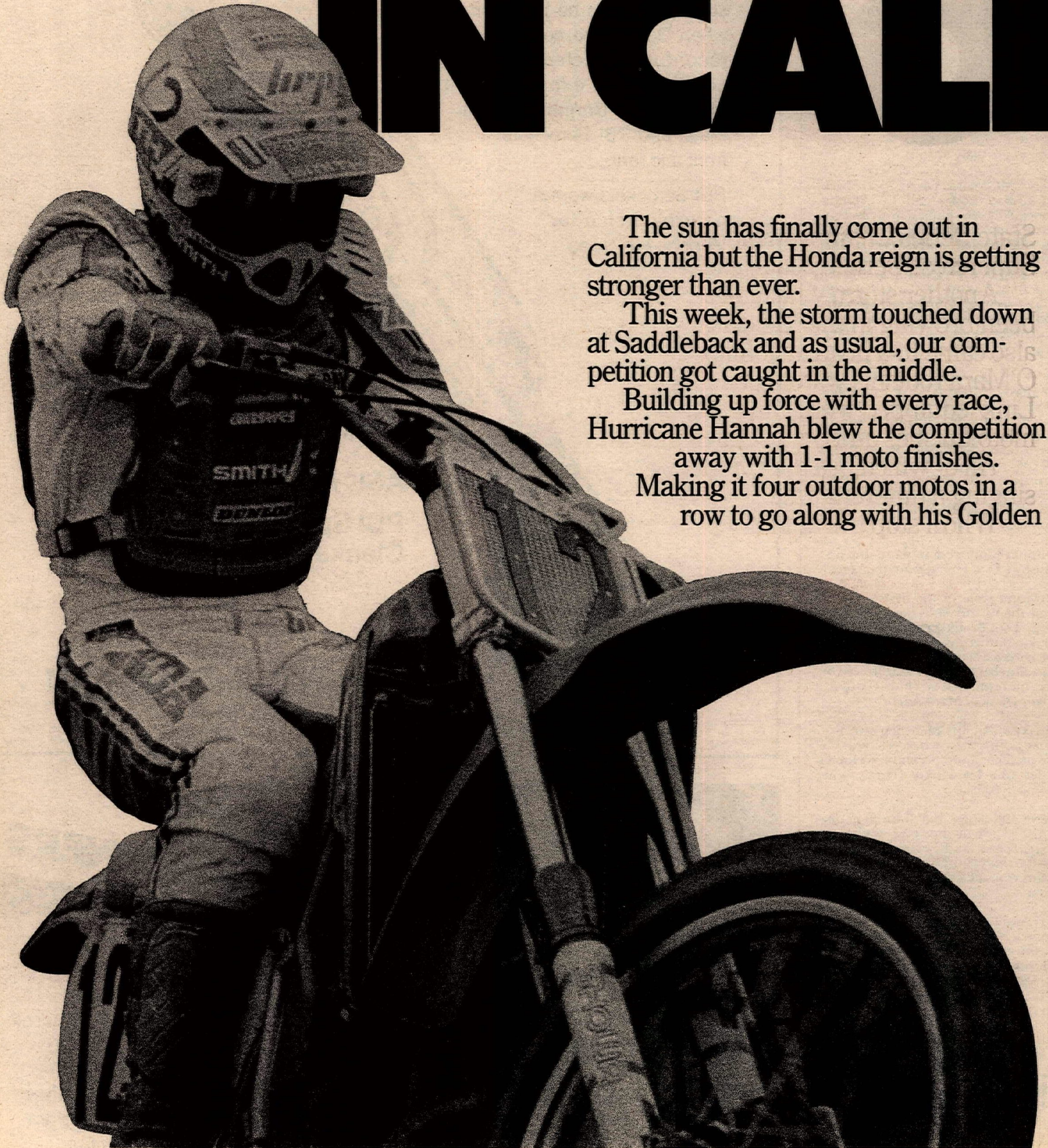
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*Team Honda's Bob Hannah and Johnny O'Mara
win 250 and 125 classes at Saddleback National.*

WE ALWAYS IN CALIF



The sun has finally come out in California but the Honda reign is getting stronger than ever.

This week, the storm touched down at Saddleback and as usual, our competition got caught in the middle.

Building up force with every race, Hurricane Hannah blew the competition away with 1-1 moto finishes. Making it four outdoor motos in a row to go along with his Golden

JOHNNY'S REIGN IN CALIFORNIA

State Series Championship and Supercross Series points lead.

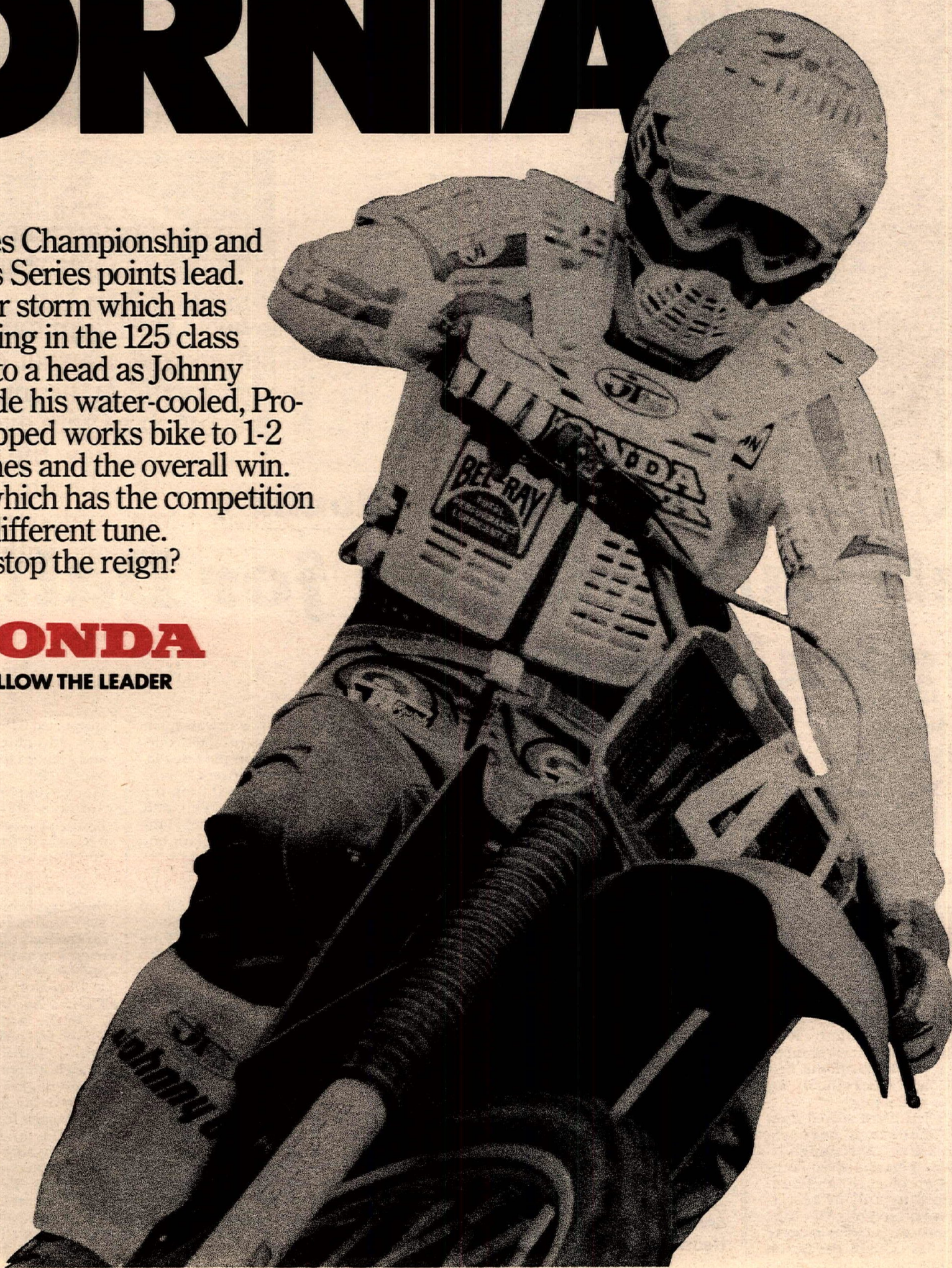
Another storm which has been brewing in the 125 class also came to a head as Johnny O'Mara rode his water-cooled, Pro-Link™ equipped works bike to 1-2 moto finishes and the overall win.

All of which has the competition singing a different tune.

Who'll stop the reign?

HONDA

FOLLOW THE LEADER





(Left) Mike Bell winning in Dallas. (Above) Ron Lechien uses his legs. (Below) Brian Myerscough and Jeff Ward.



AMA/Wrangler Super Series: Round 9

Bell tall enough for Dallas asphalt-o-cross

By Karel Kramer

DALLAS, TX, APR. 16

"I feel real good," was Dallas Miller High Life Supercross winner Mike Bell's comment after winning the 20-lap final. "I didn't even get out of bed until Wednesday...maybe

a little rest helped me out. The track was just like Ascot, which is where I grew up, so I have a lot of hours on this kind of dirt."

Two riders who were not thankful for his experience were second-placer Bob Hannah, who could not catch Bell, and Bell's teammate Ron Lechien. The young rider grabbed the holeshot and held off the best advances of Bell and Hannah for good portions of the race.

Kawasaki's Jeff Ward moved from mid-pack to fourth ahead of Honda semi-privateer Brian Myerscough.

The extremely hard-packed, slippery clay was a problem for the Hondas but seemed to suit the power-valve Yamahas quite well. All of the Yamaha teamsters, en masse, were turning laps faster than the fastest lapping Honda piloted by Honda's

Johnny O'Mara. Where the course wasn't too slippery to roost away, it was hard as concrete, so at least there were no worries about the track changing between riders' races. Surprisingly, there were shaking heads, but most riders didn't have much to say, and some liked the layout.

By winning this latest round of the Wrangler Super Series, Bell moves himself up, but Hannah, by virtue of his second place, has extended his overall series lead since he leads the Supercross standings as well as having a perfect score in the outdoor 250cc Nationals. Whether the new format is a success is still under debate, but 40,476 fans paid to see this example of the breed and saw good racing.

Heats

The starting gate was still a mys-

tery in the first heat as it was much closer to the first turn on the inside, but only had a berm on the outside. Team Yamaha's Broc Glover gambled on the inside and emerged from the turn with the holeshot. Bell and Hannah trailed on lap one, and Hannah moved by Bell on that lap, but Bell repassed and Hannah was relegated to third for the remainder of the race.

Behind the leading trio, Clint Hardick, Honda Support rider Steve Martin, Yamaha Support rider Tim Locey and Hi-Point Honda rider Eric McKenna circulated. Honda pilot David McClain moved up to punctuate Locey and McKenna, but otherwise the transfer positions remained the same.

Kawasaki's Jeff Ward led the second heat from start to finish with Honda Support rider Tom Carson, Ceet/Yamaha-supported Warren Reid, Scott Burnworth from Suzuki and Team Tamm's Mike Shoemaker following in the early laps. In the end Ward had the win, but Carson had dropped behind Shoemaker, with Yamaha Support rider Denny Bentley, KTM's Dave Hollis and Honda-mounted Gary Dircks taking the transfers.

Brian Myerscough got his semi-

supported Honda off the line well, took advantage of a first turn mess and grabbed the lead in the third heat over Rick Johnson's factory Yamaha, Honda-supported John Reinholt and Suzuki's Mark Barnett and Rick Ryan. Reinholt went over the bars in a big way and was left under his bike, and Johnson got Myerscough on one of four giant jumps near the stands.

Barnett blasted into the lead on lap three and Johnson went to war. Both were double-jumping twice in a row on the back straight, the only riders to do so regularly. Yamaha's Lechien and Honda's Goat Breker hooked up in fifth and sixth and swooped past Ryan in one blast.

On the last lap, Johnson double-jumped some whoops and landed in front of Barnett and both went down. They both got their engines fired as Myerscough raced up, but Johnson grabbed the lead with Myerscough and Barnett following. Barnett drove past "Flyin' Brian" and reeled in Johnson, but could not pass. Lechien was fourth over Breker, Ryan, Honda's Kenny Keylon and Phil Larson for the transfer spots.

Honda's Johnny O'Mara ran away with the fourth heat. He was close to the others in the early going, but was safe at the end. Even though his heat



(Top left) Johnny O'Mara was the fastest of the Honda riders until missing this shift. (Left) Mark Barnett (2) and Scott Burnworth (16) dice in the final. (Above) Bob Hannah couldn't make his Honda work in this whoop section.

appeared to be quick, his lap times were reported to be in the 2.01 range, compared to the 1.58/59s of the fastest Yamahas. Kawasaki Support rider Darren Rhoten was running well in the early going, but Suzuki's Alan King tried a pass over the finish line jump. Both went down in a heap and were out for the night.

Yamaha Support rider Donnie Cantaloupi made his post-Houston-injury debut in the second transfer spot over Kawasaki's Billy Liles. Honda Support rider Jeff Hicks, Yamaha-supported Clay Hoenshell, Yamaha-mounted Roger Brown, KTM rider Kevin Davis and Mark Garrison on a Northgate Honda took the remaining transfer positions.

Kawasaki's Kent Howerton was not pleased with the track, but despite the caution the track put into his riding, he led the first quarter-final from start to finish. Early second place runner Rodney Smith fell and Doug Jackson topped David Weak in the battle they waged for the final spot.

King came from last to win the second quarter-final, but a fall by Team Tamm's Dean Cates and an off-track excursion by Karl Jordan gave the last shot at the main to John Lambert on a Yamaha.

Semis

Bell and Ward scrambled for the lead in the first semi-final, and Ward secured the holeshot, but Glover led lap one. Bell, Ward, Hannah, Carson and Steve Martin filled in the next places. Bell got by Glover on the second lap and Glover went down in a repass effort and dropped to fourth.

Hannah put on a drive that closed up the top three in the middle laps of the race. He got by Ward and started to charge after Bell. Bell stayed on the gas, despite his tender wrist that was

still smarting from a Saddleback fall, and held a margin over Hannah to the flag. Glover closed up on Ward in third, but Ward looked over his shoulder and gassed it up to the flag for third with Glover fourth. Scott Burnworth, Clint Hardick, Mike Shoemaker and Doug Jackson took the other direct transfers to the main from the first semi.

Cantaloupi led the second semi, but in a foreshadowing of things to come, Lechien took the lead before the second lap expired and was never headed. Cantaloupi, O'Mara, Barnett (after passing Breker) and Breker duked it out for the other spots. Barnett put a pair of doubles together on the backstraight's five jumps, and Barnett, Cantaloupi and O'Mara entered the following hairpin together. Barnett emerged from the scuffle in second with O'Mara third and Cantaloupi fourth.

O'Mara, who appeared to be the fastest of the Honda riders of the night, stayed on the gas and aggressive. Only the fastest riders were clearing the whoop section after the start smoothly. The "O'Show" was styling there and looking good. O'Mara set up for a triple and double combo to clear them, but it sounded like he missed a gear. He did a nasty front wheel landing that destroyed the front wheel and possibly the disc brake rotor on his Honda. O'Mara was shaken and upset, but not hurt according to Honda Team Manager Dave Arnold.

Breker and Brian Myerscough had been on the move as was Rick Johnson. Breker moved to third and Myerscough to fourth as Johnson moved from outside the top eight to fifth at the flag.

King was another rider to do some serious moving. He nipped Cantaloupi on the last lap for sixth; Cantaloupi was seventh and Liles the last direct transfer.

Last Chance

Carson let Jeff Hicks into the Last Chance Qualifier lead for less than a lap, then retook the lead and the win. Warren Reid provided the action in his sweep from eighth to the last available transfer position on the last lap.

The field was set for the final and Doug Domokos took to the track. The hard-packed dirt and good fan support enabled him to make a complete lap of the track on the rear wheel for the first time since 1980.

Final

Hannah, Bell and Lechien had the inside of the gate where nearly all of the weekend's holeshots had come from. They all got a good jump, but Hannah did not make the turn until the far side of the track. His wide sweep let Lechien snake into the lead on the tight inside with Bell following closely. King was with the front-runners in third, but dropped to 11th place on the third lap.

Hannah took over third with Myerscough, Breker, Ward, Liles, Burnworth, Barnett and Reid filling the top 10. Johnson and Glover, who had looked so impressive the rest of the night, were not among the front-runners and would not crack the top 10 until the middle laps of the main.

Bell overtook his younger teammate on the fifth lap, saying later, "I needed that start! Ronnie (Lechien) had the inside and I followed him through, but I knew I couldn't follow for long, because that gives the others a chance to catch up. I knew his nerves might be a little tight, since it was his first time leading a Supercross. I had to get around him and hope he had enough to hold back Hannah and the others."

Ward passed Myerscough on the front straight jumps and seemed to reel in Hannah for awhile, while Bell pulled safely away. Lechien was still safe as well. Burnworth and Liles were staging the best mid-race, mid-top-10 race when Burnworth got by and Liles and he collided in a mid-air corner with the lad from Georgia going down, but losing only one place to Reid.

Just past the mid-point of the race, the top five of Bell, Lechien, Hannah, Ward and Myerscough got close with a gap to Barnett, but Barnett was running hard. On the next lap they encountered lappers and Hannah gained a little on Ward.

Two laps later Hannah took second from Lechien. Lechien explained the pass, "It was getting late in the race and I was trying to hold position, but Hannah was double-jumping the backstraight jumps. I had been earlier, but it started to get rough so I quit doing it. Hannah banzaied over them and got me."

In the late laps, Reid had moved up to seventh and was trying to catch Barnett, but a bobble put him in eighth behind Liles. Burnworth and Johnson rounded the top 10. Myerscough was top privateer at an excellent fifth.

Results

20 LAP: 1. Mike Bell (Yam); 2. Bob Hannah (Hon); 3. Ron Lechien (Yam); 4. Jeff Ward (Kaw); 5. Brian Myerscough (Hon); 6. Mark Barnett (Suz); 7. Billy Liles (Kaw); 8. Warren Reid (Yam); 9. Scott Burnworth (Suz); 10. Rick J. Johnson (Yam); 11. Broc Glover (Yam); 12. Goat Breker (Hon); 13. Alan King (Suz); 14. Clint Hardick (Suz); 15. Doug Jackson (Yam); 16. Mike Shoemaker (Hon); 17. Tom Carson (Hon); 18. Donnie Cantaloupi (Yam).

WRANGLER SUPER STANDINGS (UNOFFICIAL PENDING PROTEST): 1. Bob Hannah (336); 2. Mark Barnett (289); 3. David Bailey (269); 4. Johnny O'Mara (253); 5. Jeff Ward (251); 6. Broc Glover (246); 7. Mike Bell (191); 8. Goat Breker (185); 9. Alan Myerscough (146); 10. Rick Johnson (164); 11. Warren Reid (150); 12. Brian Myerscough (146); 13. Scott Burnworth (130); 14. Ron Lechien (129); 15. Billy Liles (123); 16. Steve Martin (122); 17. Kent Howerton (106); 18. Donnie Cantaloupi (102); 19. Kenny Keylon (82); 20. Phil Larson (74).



(Above) Bubba Shobert came from third to first on the last lap to win. (Right) Shobert and Springsteen celebrate.

AMA Grand National Championship/Camel Pro Series: Round 5

Checkered flag for Shobert, black flag for Graham at Sacramento

By David Edwards
Photos by Dan Mahony

SACRAMENTO, CA, APR. 16

With all eyes in the house riveted on an exciting 130-mile-per-hour battle between defending Grand National Champion Ricky Graham and former champ Jay Springsteen,

privateer Bubba Shobert coolly closed the gap from his third-place position and powered by on the last lap to take the victory in an action-packed and controversy-filled Sacramento Mile National.

The action came from 29 lead changes in the 25-lap Carmichael Honda-sponsored race, as Springsteen and Graham put on a textbook display of how to use the draft to slingshot past each other on the straights. The two Harley-Davidson riders shared the lead from the eighth lap to the wave of the white flag, with never more than a bikelength between them.

The controversy came on that white flag lap, however, as Graham, running in second, was given the black flag after referee Rick Hutchins determined that Graham's engine was oiling excessively and posed a danger to other riders. The black flag dropped Graham from a top-four finish back to 12th position. He immediately filed a protest with Hutchins that was denied. Graham then filed an appeal with the AMA which could take more than a month to resolve.

While Graham was filing his protests, Shobert was whooping it up in

the winner's circle and explaining to reporters how he took the win. "I figured with Ricky and Jay racing so hard, they would slow each other down," the Megacycle/Parker/Wiseco/Simpson/Maxi-Shoes/Hi-Point/Diamond-sponsored Shobert said. "I knew that would be my only chance to catch up. I was worried that Jay might get away from Ricky, but he never did."

"I could see that they were lighting up their tires in the turns and burning off a lot more rubber than I was. I thought that if I could save my tires, I'd be able to hook up better in the last five laps. That's when I started catching them," the Texas native added.

Springsteen was a little disappointed with his second place finish, especially after having led so much of the race. "I didn't know Shobert was catching up. I thought it was just me and Ricky going for it for the last part of the race. On the last lap I thought it was Ricky passing me and since he'd been black-flagged, I just let him go. They both have the same color leathers and by the time I realized it was Shobert, it was too late. I couldn't hook the draft back up coming off

turn four and couldn't catch him down the straight. It should have been my race," Springsteen said.

Springsteen's teammate Randy Goss tucked in behind Shobert during the latter part of the race and managed to get by Graham on the last lap to take a very close third. "I just hooked onto Bubba and kept pushing him into the corners a little bit. Pretty soon either our pace picked up or their pace slowed down and we started to catch up," Goss said. Goss picked up enough points with his third place finish to move into a tie for the Camel Pro Series points lead with Shobert.

Time Trials

Springsteen and Graham served notice in practice and time trials that they would be in contention when the racing began in earnest. Graham was especially awesome, going very deep into the corners before shutting off and then pitching his Tex Peel-tuned Harley sideways with much more vigor than the other riders. When time trials were over, Graham had set fastest time with a new track record of 38.40 seconds. Springsteen took fourth fastest time, posting a 38.52. Shobert announced his seriousness with a time just 8/10ths of a second behind Graham for the second spot and Alex Jorgensen, riding his Chris Armstrong-tuned Harley for the first time, was third fastest.

Also of note was Team Honda's Mike Kidd, who pounded his NS750 to the 10th fastest time. The Honda seemed to be making as much or more power than the Harleys, and even with an injured wrist, Kidd was really attacking the corners.

Heats

Graham cleared away from the pack at the beginning of the first heat race, turning in fast, smooth laps to take the wire-to-wire win in record time and strengthen his position as the rider to beat. Relative-unknown Stephen Hall showed that his fifth-fastest time trials lap was no fluke as he took second off the starting line and held it to the flag, a safe distance behind Graham.

But if the first two positions were uneventful, then the battle for third place, the final transfer position, made up for it. Kidd and Harley-mounted Jim Filice were going at each other as if they had something to prove. Kidd, having missed all the previous Nationals this year because of his still-on-the-mend wrist, was in desperate need of points and Filice wanted to rebound from his 14th-place finish in last week's Ascot TT. Lap after lap the two riders came by the start/finish line locked together, sometimes with Filice a wheel ahead, sometimes with Kidd having a similar leading margin. Then on the last lap, Filice appeared to come into turn one with a little too much speed and fell off the groove, allowing Kidd the third-place transfer spot.

The second heat saw Shobert and Goss fight for the win in a preview of their main event tussle. Shobert had the lead as they came around to complete the first lap with Goss glued to his rear fender. The factory Harley rider tried several slingshot passes and briefly took the lead several times. Each time, though, Shobert was able to grab back the first place position and was in front when it counted at the end.

Veterans Steve Morehead and Gary Scott went after the third spot, with Morehead pulling ahead slightly at the end to transfer to the main.

With Kidd's motorcycle already qualified for the main, the Honda camp's hopes further brightened when new team member Terry Poovey took the holeshot in the third heat and proceeded to stay his ground, leading all the way to the checkered flag. In doing so, he bested the fast privateer Harleys of Hank Scott and Alex Jorgensen, who finished second and third, respectively. Steve Eklund, the Camel Pro Series points leader coming into Sacramento, had his problems and finished a distant sixth.

The fourth heat was the scene of a mini-controversy. Not that the winner was ever in question. Springsteen misjudged slightly at the start when he fed in a little too much throttle, causing his XR750's front tire to paw the air. The bobble allowed Keith Day to take the holeshot, but as the leaders shot by to complete the first lap, it was Springsteen in front and already beginning to pull away. He stretched his lead convincingly to take the win, with Garth Brow getting around Day to take second. The controversy started



when the heat's time of six minutes, 25.42 seconds was announced. Unofficial stopwatches had clocked Springsteen in a quicker time; enough quicker that some thought Springsteen should have been awarded the fastest heat time and consequently the first choice of start position for the final.

"I was cheated out of fast heat time because the clocks were wrong," Springsteen said after the race. "I had the fast heat, but I was third off the pole. Even the Honda guys had it by their clocks. We asked the referee about it. He said it didn't matter, they'd made the decision already and they wouldn't change it."

The first semi shaped up as a battle between National winners Jim Filice, Ted Boody and Gary Scott. After getting by early leaders Rich Arnaiz and Mike Garrison, the trio separated themselves from the other riders and put on one of the best shows of the night. Scott had the lead with Boody and Filice alternating in second. Then, just after the halfway flags, Filice, as he had done in his heat race, went wide of the groove and lost some space to Boody.

Clear of the threat from Filice, Boody set sail for Scott. Coming off the final turn, he pulled abreast of Scott and suddenly a 12-rider, 10-lap semi had turned into a two-man drag race for the flag. With 11,500 fans jumping up to get a better look at the action, Boody nipped Scott at the line by no more than a couple of inches. Both transferred to the final.

The second semi-final pitted Eklund against factory Harley pilot Scott Parker and a determined Tim Mertens. Mertens displayed better reflexes and got the jump as the start light glowed green. Eklund, trying to make up time, forced his way to the outside and was rewarded by being pushed off the groove and moved back to sixth. Parker settled down and passed Mertens to take the lead while Pete Hames, a rookie hoping to make his second AMA National in as many weeks, was holding a steady third.

Within a few laps, Eklund had moved back up to fourth and was pressing Hames. The rookie finally relinquished third to Eklund after the former Grand National Champion had tried several forceful passing techniques. With time running out, Eklund closed on Mertens, setting himself up for a last-lap pass. Eklund pulled alongside Mertens, only to have Mertens close the door unceremoniously on him and hold onto second.

Last Chance Qualifier

If Eklund was to have a chance of holding on to his points lead, he would have to win the Last Chance Qualifier for the final transfer spot into the National. Even though his competition would come in the form of some very eager riders, the cagey Eklund was the odds-on favorite to take the win. But when the racers were called to the line, Eklund was still in the pits, his crew working feverishly on the rear wheel of his bike. They got things back together in short order and Eklund sprinted out of the pits toward the starting line. Unfortunately, he had gone over his allotted two-minute grace period and an alternate was already in place. With that, Eklund's night was over and he left to load his van, knowing in a few minutes that his series point lead would be history.

With Eklund out, the final transfer spot was up for grabs and former Honda rider Billy Herndon showed he wanted it as he took the lead off the start with Rod Farris and Jim Filice in tow. Farris, who had been riding hard all night, knifed under Herndon to take the lead. Filice tried the

same move on Farris, but once again slid high into the loose dirt above the groove. By the time Filice got the bike reined in, he had dropped five places. Farris protected his lead and took the last-place starting position for the final event.

National

Out of the 17 start positions for the National, 13 were filled with previous mile winners representing almost 50 wins on the long tracks. Fifteen Harley-Davidsons filled the ranks and the two red, white and blue factory Hondas took the other slots.

From the outside of row one, Graham charged his Harley into the first turn to take the lead. Shobert was second, Springsteen third and a strong-starting Morehead fourth.

By the fourth lap, Springsteen was firmly entrenched in first with Shobert pressing from behind. Morehead was still in third and Poovey's Honda was a solid fourth. The order remained the same until the seventh lap when the race was black-flagged because Ted Boody's engine was throwing a lot of oil into the air and subsequently onto the other rider's faceshields. With Boody retired, the race was restarted in single file to begin the eighth lap.

Shobert was caught napping at the restart and could only watch helplessly as Springsteen and Graham rocketed away into the lead. "When the green came on, I wasn't even in gear," Shobert said after the race, "so I was sixth going into the first turn."

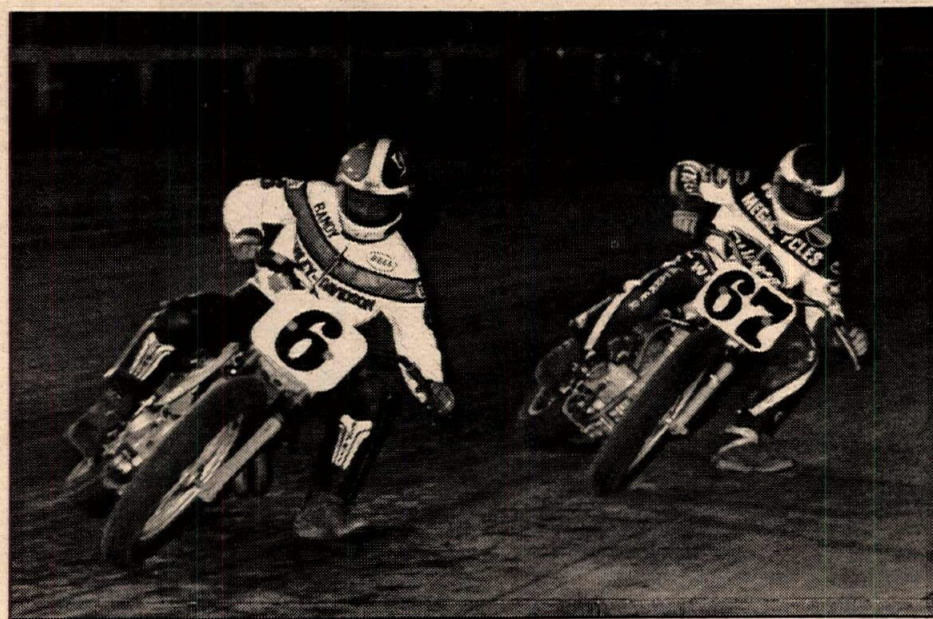
Springsteen and Graham, racing inches apart, pushed themselves to a fairly sizeable lead until the last few laps when Shobert and Goss began closing for their last-lap charge. Then on the white-flag lap, with the four riders flashing by the start/finish line, Graham was shown the black flag and a board with a number 1 chalked on it. Graham continued on, later claiming that he saw the flag, but couldn't make out who it was for as he was in the process of pulling out of Springsteen's draft at the time.

Going into the final turn, Shobert passed a surprised Springsteen to take the lead and held on for his third National victory—all on miles. Springsteen got back on the gas to salvage second and Goss outgunned Graham to finish in third. With Graham's ousting from the top-four, Poovey was moved to fourth with Hank Scott fifth.

After the race, referee Hutchins explained why Graham was black-flagged. "We spotted Graham oiling and gave him three laps to make sure where the oil was coming from," he said. "Last lap or first lap, the man was oiling, very definitely oiling. I would have loved to let Ricky race that last lap. I would have loved not to have had to make that decision, but it wasn't fair to the other riders. Right or wrong, that's exactly what I expressed at the rider's meeting."

"No matter what decision you make you're never going to make everybody happy. If I had let him run, I'd have all the other riders hollering at me."

Naturally, Graham didn't see it quite that way. After spending some time in his motorhome cooling off, he told his side of the argument. "If I was throwing off enough oil to be dangerous, then I can see a reason for the black flag," he said, "But the oil wasn't coming out of my oil breather—that would have caused a big mess. A drain plug came loose and there was a slight mist which was burning off the exhaust pipes. It was causing some blue smoke and they thought it was a big oil problem. I looked at the other bikes' number plates and it



(Top) Ricky Graham and Springsteen were this close for 16 laps. (Middle) Randy Goss and Shobert waged their own battle until Shobert swooped to the win. (Bottom) Graham shortly before being black-flagged.

didn't look like they had much oil on them. I don't think it was unsafe."

Graham also disagreed with the timing of the black flag, saying that if the officials were going to take him out of the race, they should have thrown the flag when they first noticed the oiling problem. "I don't think it was any more dangerous to run one more lap. They said I ran six laps with a little bit of oil coming out and then they say I can't go one more mile. We've protested, so we'll see what happens."

Graham was awarded 12th position because he was not disqualified, simply stopped 24 laps into the race. According to referee Hutchins, Graham could have been disqualified for

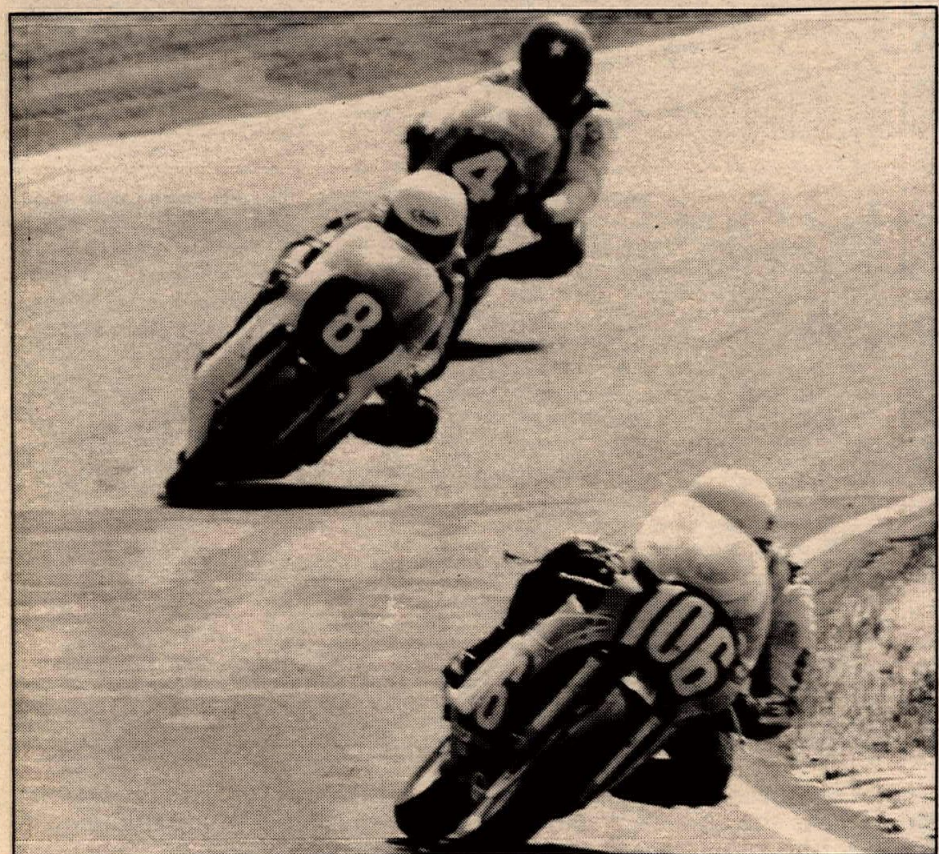
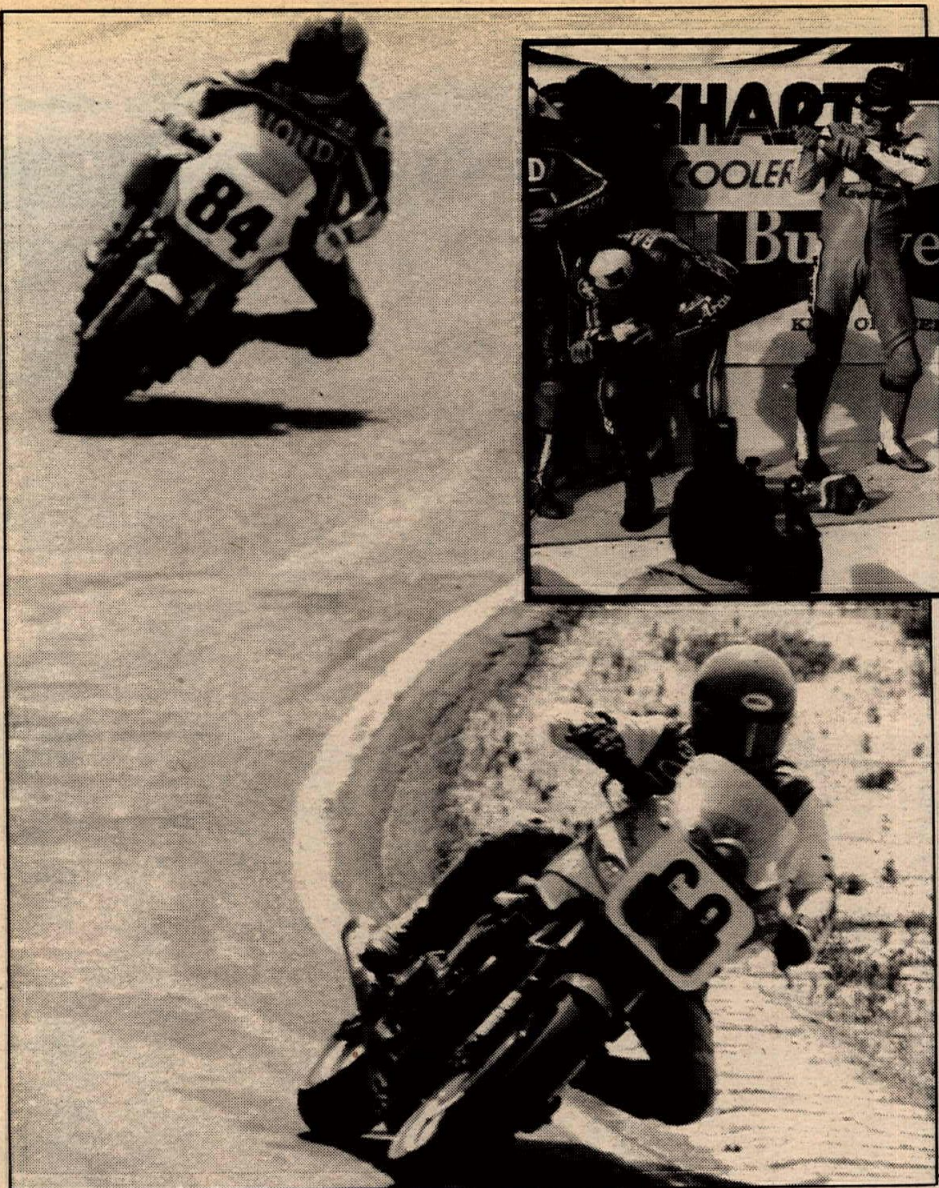
ignoring the black flag, but there was some question as to whether or not Graham could have seen it.

Results

*NATIONAL: 1. Bubba Shobert (H-D); 2. Jay Springsteen (H-D); 3. Randy Goss (H-D); 4. Terry Poovey (Hon); 5. Hank Scott (H-D); 6. Scott Parker (H-D); 7. Gary Scott (H-D); 8. Rodney Farris (H-D); 9. Keith Day (H-D); 10. Tim Mertens (H-D); 11. Steve Hall (H-D); 12. Ricky Graham (H-D); 13. Steve Morehead (H-D); 14. Alex Jorgensen (H-D); 15. Garth Brow (H-D); 16. Mike Kidd (Hon); 17. Ted Boody.

*CAMEL PRO SERIES POINT STANDINGS: 1. (TIE) Randy Goss/Bubba Shobert (47); 3. Steve Eklund (45); 4. Terry Poovey (37); 5. Alex Jorgensen (35); 6. Ricky Graham (33); 7. Mickey Fay (28); 8. Eddie Lawson (25); 9. Jay Springsteen (24); 10. Scott Parker (21); 11. Kenny Roberts (20); 12. Ronnie Jones (19); 13. (TIE) Ted Boody/Scott Pearson (16); 15. Steve Wise (14); 16. Randy Green (13); 17. (TIE) Steve Gervais/Gary Scott (11); 19. (TIE) David Aldana/Hank Scott (10).

*Results/Standings Unofficial pending protest.

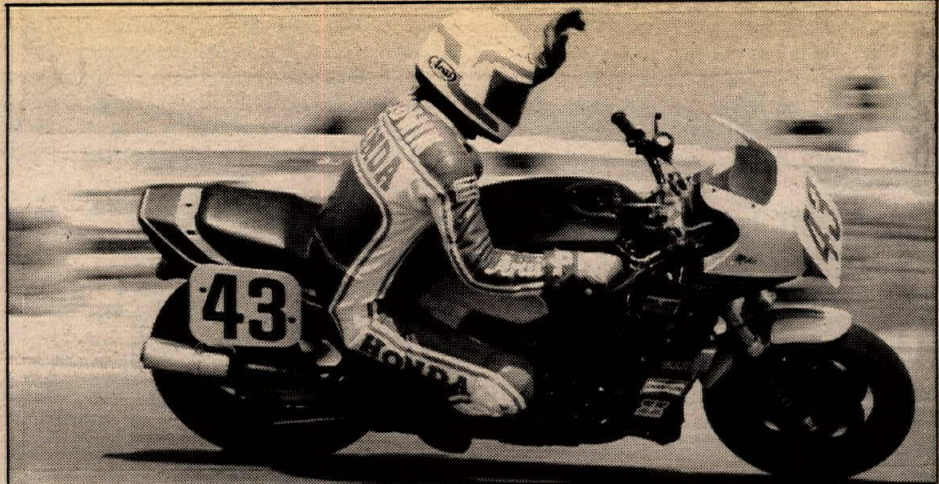


AMA Superbike Championship Series: Round 3

Baldwin sails away at Riverside

By Dale Brown
Photos by Patrick Behar
RIVERSIDE, CA, APR. 17

12 "No troubles at all" was how Team Honda's Mike Baldwin described his day of domination at the Bell Superbike 100, winning both 45-mile legs of the event with substantial



leads. Baldwin was never headed and scarcely challenged as he led each race from the drop of the flag.

Kawasaki's Wayne Rainey captured second both times out, although his margin over Honda Support rider Fred Merkel in the second heat was as close as it could have been without being called a dead heat. Merkel's 4-3 tally put him in the winner's circle, with the second heat being the tie-breaker over the 3-4 of Kawasaki teamster Wes Cooley. Honda Support/Vance & Hines-backed Roberto Pietri rounded out the top five.

Honda's Steve Wise did not figure in the results because the former motocrosser had the ill fortune to run into oil dropped on the track from a broken motor. Wise was taken to the hospital with a broken collarbone. One other rider crashed in the oil, but was not injured.

A substantial crowd of about 12,000 was on hand to view the Sunday portion of the race.

Baldwin drew the pole position for winning the faster of the two five-lap heats run on Saturday, with Rainey starting next to him after having taken the other heat from teammate Cooley. But before the race, Rainey did not sound optimistic. "I blew up my good motor on Saturday, and Wes' went south this morning. We're both using our 'rain' motors, and we're giving away two seconds a lap to the Hondas. I woke up this morning hoping for rain," said Rainey on the sunny morning period between practice and the start of the race.

Baldwin jumped to an immediate lead as the first 18-lap heat began. Wise was running in second, with Honda Support rider Sam McDonald filling third as they filed up through the esses.

By the second lap the order had gelled somewhat at Baldwin, Wise, Cooley, McDonald, Honda Support rider Dave Aldana and Rainey. In seventh, Merkel was next and followed by Pietri and John Bettencourt, riding still another Honda Support team Interceptor.

The third lap saw Rainey start moving to the front as he passed Aldana for fifth. By lap five, Rainey had disposed of McDonald as well and ran fourth.

By the seventh lap, Baldwin had opened a 10-second lead on Wise, who had a similar cushion on the just-beginning battle for third between the two green riders. Rainey passed Cooley shortly before the halfway point.

At the halfway point, a backmarker blew his engine and left oil on the exit of the horseshoe-shaped turn six. Although Baldwin got through OK ("I smelled the oil and slowed down," he said later), Wise crashed heavily and ended up with his bike against the armco barrier on the outside of the turn. A few seconds later, California club racing star Frank Mazur also crashed and nearly took Rainey with him ("I couldn't believe I didn't

run over him. Luckily, the Kawasaki has good brakes," said Rainey).

Mazur was uninjured, but Wise had his right arm strapped up and was later taken to the hospital for a suspected collarbone injury.

In the confusion, Cooley repassed Rainey for second, but Rainey was back in front before the end of the next lap.

Behind the two Kawasaki riders, Merkel, Pietri and McDonald were having a tight battle for fourth. As the laps wore on, Merkel got the best of the contest and started moving up to challenge Cooley.

As the finish neared, Baldwin had about 20 seconds on Rainey, who had worked into a secure second. Cooley and Merkel were going at it for third, and McDonald and Pietri continued to fight over fifth.

On the last lap Merkel gave it everything he had coming out of turn nine, but wound up a few inches short in his attempt on Cooley. Pietri, McDonald, Bettencourt and Aldana followed. Finishing ninth was privateer Honda rider Rick Orlando, and Harry Klinzmann rounded out the top 10 on a new Suzuki.

Baldwin repeated his disappearing act at the beginning of the second heat, trailing a line of Pietri, Aldana and Rainey behind him on to the course. Baldwin was again putting distance on the field from the very first corner. This time, however, Rainey only took two laps to capture the number two position.

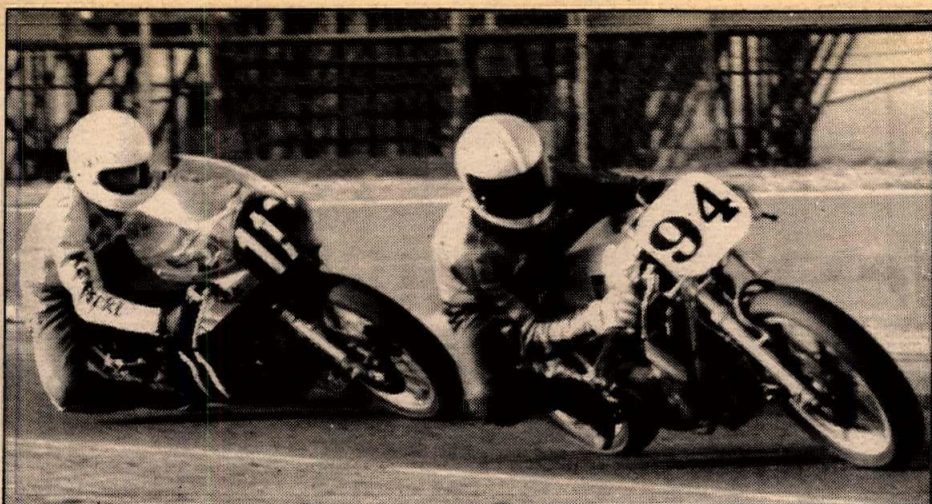
One-third of the way through the race, Baldwin was almost 10 seconds up on Rainey. Cooley was third, Pietri and Merkel renewed their first heat battle as they went for fourth, and the fight for sixth was a freight train of sorts involving Bettencourt, McDonald and Aldana.

When Merkel broke free of Pietri, he zoomed up on Cooley and went by on the eighth lap. "Flying Fred" then set his sights on Rainey, leaving Cooley to fend off Pietri.

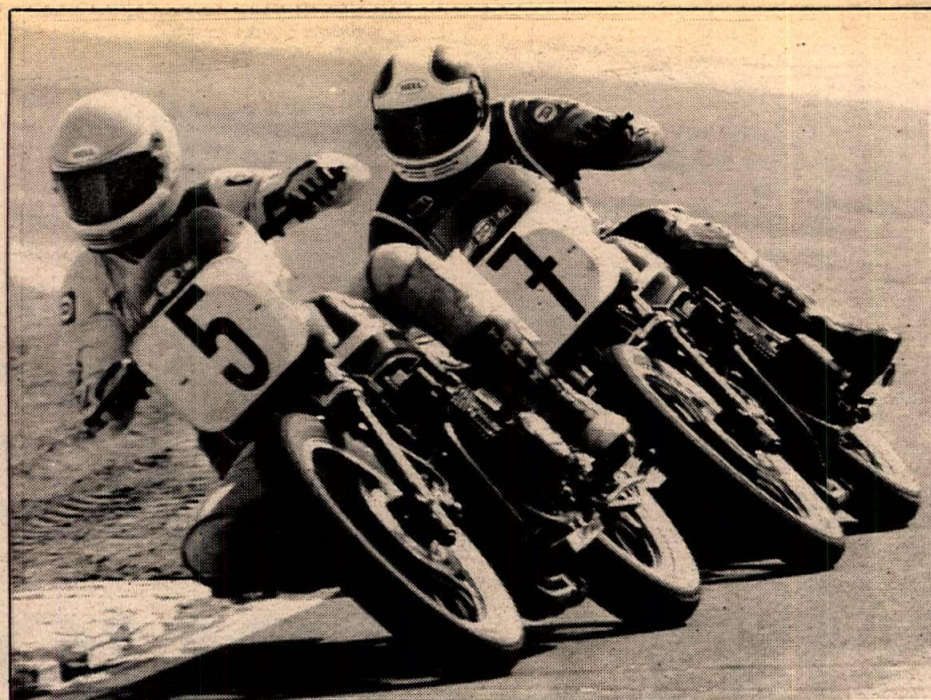
With five laps to go, Merkel really put the pressure on Rainey as the two worked different parts of the course to their own advantages. With three laps to go, Merkel made his move and spent most of a lap in front of Rainey.

With Baldwin cruising to the win, the battle for second was high drama through the slightly banked final corner. Rainey and Merkel hit each other three times on the way to the checkered flag, and when they got their it was too close to call. Both riders believed they had beaten the other, but the AMA scoring gave it to Rainey, who had second overall no matter what the outcome.

Of the contest, Rainey said, "He had power on me, but I could catch up through the esses. Going into turn nine on the last lap, he was just ahead of me, and his draft really sucked me into the corner. I was about 10 feet higher than I wanted to be and I had to come down. We bumped a few times, but I think I got it. I could see his handlebar behind



(Clockwise from lower left, opposite page) Randy Renfrow (106) edged Danny Coe (8) for the Formula Two win. Wayne Rainey (60) leads Fred Merkel in their battle for second Superbike. (Inset) Rainey sprays winner's circle with champagne. Mike Baldwin had an easy time of winning Superbike. Howard Monise (94) heads up Steve Reynosa in Super Street. Challenge winner David Emde (7) trails Thad Wolff.



me. I would like to thank Steve and Mark Johnson, and of course Kawasaki, for doing such a terrific job."

Merkel said, "I couldn't hold my line through the turn on the last lap. I thought I'd let the rear end drift a bit, and we started hitting each other. I just wish I'd have gotten Cooley in the first one."

While those two were busy turning in the finish of the day, Cooley took fourth ahead of Pietri and McDonald. Bettencourt and Aldana were seventh and eighth, followed by Honda privateer Bernd Koegler and Orlando. Overall positions were the same, except that Orlando got the points for ninth and Koegler was credited with 10th overall.

Baldwin was very calm after it was over, saying, "Everything went really easy. We tested Tuesday and had everything dialed in — the power, suspension, tires — everything."

Results

OVERALL: 1. Mike Baldwin (Hon) 1-1; 2. Wayne Rainey (Kaw) 2-2; 3. Fred Merkel (Hon) 4-3; 4. Wes Cooley (Kaw) 3-4; 5. Roberto Pietri (Hon) 5-5; 6. Sam McDonald (Hon) 6-6; 7. John Bettencourt (Hon) 7-7; 8. Dave Aldana (Hon) 8-8; 9. Rick Orlando (Hon) 9-10; 10. Bernd Koegler (Hon) 11-9; 11. Richard Chambers (Hon) 14-11; 12. Phillippe Kostezzer (Hon) 13-12; 13. Harry Klinzmann (Suz) 10-15; 14. Jeff Heine (Suz) 12-14; 15. John Robertson (Hon) 15-13.

AMA SUPERBIKE CHAMPIONSHIP SERIES POINT STANDINGS: 1. Mike Baldwin (56); 2. Wayne Rainey (43); 3. Dave Aldana (31); 4. John Bettencourt (25); 5. Fred Merkel (23); 6. Freddie Spencer (20); 7. Roberto Pietri (19); 8. Sam McDonald (17); 9. Rick Orlando (16); 10. (TIE) Lynn Miller/Steve Wise (13).

AMA Formula Two Road Racing Championship Series: Round 3

Renfrow wins a thriller

By Dale Brown
Photos by Patrick Behar

RIVERSIDE, CA, APR. 17

Virginia's Randy Renfrow took the win by an inch as three riders crossed the finish line side by side in the ND Spark Plugs-sponsored 18-lap Formula Two final. Southern Californians Danny Coe and David Emde were the two other riders in the blanket, after Emde had led going into the final turn.

"That was a good last lap," smiled Renfrow when it was over. "I had planned to draft Emde, but he nearly slid out in the final turn. I had to hit the brakes. From then on we just motored to the corner and I got there first. Coe nearly got us both."

Renfrow hadn't been up front in either of the qualifying heats, which

were taken by Texan Hugh Humble and Coe, with Coe just a tick of a second faster.

Renfrow wasn't up front in the early going either, as Dave Busby put his air-cooled 350cc Yamaha up front of a snapping pack that was made up of Emde, Humble and Tracy DeMuro. While most of the pack was running water-cooled Yamaha TZ250s, DeMuro was also mounted on an air-cooled 350cc.

The top four, running with their wheels almost glued to each other, continued that way for the first five laps as Renfrow worked his way into fifth.

Emde took the lead on the sixth lap, and three laps later Busby was out with mechanical problems.

What followed was 12 laps of pure racing, with the battle for the lead involving up to six riders at a time. Emde, Humble and DeMuro were the first riders involved, but they were soon joined by Rhys Howard, Renfrow and Coe. Emde and Humble seemed to do most of the leading through the middle of the race, with Coe sneaking in to lead a couple.

It set up for the last lap with Emde leading Renfrow, Coe and Humble. Howard and DeMuro had dropped slightly off the pace.

When the leaders made their run at the checkered, they were so close that no official announcement on who had won the race was made for several minutes. The officials gave it to Renfrow by inches, with Coe second and Emde third. Humble finished fourth, DeMuro fifth and Howard sixth. Don Greene took seventh and was followed by Russell Paulk, Joseph Reynosa and Chris Stewart. All rode Yamahas.

Emde said of that last turn affair, "I thought I had it coming out of nine, but then the rear tire let go and I almost kissed the wall. I was lucky I didn't go down."

Results

18-LAP FINAL: Randy Renfrow (Yam); 2. Danny Coe (Yam); 3. David Emde (Yam); 4. Hugh Humble (Yam); 5. Tracy DeMuro (Yam); 6. Rhys Howard (Yam); 7. Don Greene (Yam); 8. Russell Paulk (Yam); 9. Joseph Reynosa (Yam); 10. Chris Stewart (Yam); 11. Robert DeWitt (Yam); 12. Daniel Cashin (Yam); 13. Christine Bauer (Yam); 14. David Olds (Yam); 15. Carl Foster (C-A).

TIME: 28:25.51.
AVG. SPEED: 96.772 mph.

AMA FORMULA TWO CHAMPIONSHIP SERIES POINT STANDINGS: 1. Randy Renfrow (36); 2. (TIE) Hugh Humble/Dave Emde (33); 4. Rhys Howard (31); 5. Rusty Sharp (18); 6. Russell Paulk (17); 7. (TIE) Danny Coe/Jim Filice (16); 9. Don Greene (13); 10. Tracy DeMuro (10).

California Superbike School Challenge

Emde outsnaps Wolff

By Dale Brown
Photos by Patrick Behar

RIVERSIDE, CA, APR. 17

What started out as a fun race between the country's top privateers on identical Kawasaki GPz550s, turned into a race to the finish with David Emde taking the over Thad Wolff. Frank Mazur finished a respectable third, with the rest of the pack back a distance.

The 10-lap race was sponsored by the California Superbike School, and used the institution of higher cornering's GPz550s. To make the race as even as possible, all riders were weighed beforehand, and lead weights were attached to the bikes of lighter riders. Mazur's bike reportedly had more than 60 pounds of lead attached.

The battle for was primarily between Emde and Wolff throughout the race. Emde took the holeshot over Oregon's Dan Bennett and Wolff. Dave Busby was running fourth in the early going, but Mazur soon made his way by both Busby and Bennett.

As the race developed, Emde and Wolff were well clear of the pack and having fun, engaging in activities that ranged from weaving down the back straight, to reaching over and pinching the other rider. Mazur rode in third and a battle involving Richard Chambers, Busby and Hugh Humble was going on for fourth.

When it came down to the last lap, the two leaders got serious. They'd been nose to tail and side by side through most of the race, and as they came through turn nine for the last time, Emde had the lead and he held off Wolff to take the win by about a bikelength. "On the last lap," explained Emde, "Instead of shifting to sixth on the back straightaway, I left it in fifth and really buzzed the engine. That gave me the drive I really needed off the corner. It started off as a fun thing, but Thad and I really got to racing towards the end."

Mazur was a comfortable third, less than three seconds behind the leaders. Despite the evenness of the machinery, the top three pulled well ahead of the main scrap for fourth. Rhys Howard pulled through the pack to take that one, followed by Chambers, Bennett, Busby and Earl Roloff.

Amateur RR

Monise the master

By Lori Tyson
RIVERSIDE, CA, APR. 16-17

Howard Monise went at it with Steve Reynosa in the Lockhart Super Street Race in the amateur portion of the Bell/Budweiser Superbike Weekend. On lap eight of the 15-lapper, Monise was able to stretch a sizeable lead to take the win. Dan Cashen and Bob Rodrick duelled for third with Rodrick the victor. The race ran both AFM 450 and 600cc Super Street classes.

In the seventh lap Aaron Post and Jeff Tuttobene went down hard in turn six and, although both riders were OK, only Tuttobene's bike lived to tell.

Doug Booth and Jeff Braucht fought for fifth until Booth crashed unhurt in the 12th lap.

In the GP4 class, Cycle Service/Hondaline/Golden Spectro/Quick-silver-sponsored Len Gambo was victorious after battling IBCO's Rick Mitchell and encountering a red flag and restart on the fourth lap due to a downed rider. Both men rode hard and put on a good race.

Another good race was for third between Tulsa, Okla., rider Tryg Westby and Temple City Kawasaki's Dave Langford. Westby won this round, but later in the Production 5 class Langford held Westby behind to take second behind Mark Shelton by a couple of inches. Hi Desert/Riverside Kawasaki rider Shelton came back from a Saturday crash to win the Production 5 class by a lengthy margin.

In the GP2 and GP3 race, Mark Thomas took an early lead but was headed by Kenny Stack by the halfway point, with Dan Cashen also getting by to push Thomas back to third. The top three remained unchanged the remainder of the race, but Christine Baur (GP2) and Doug Toland (GP3) diced it up hard the entire race for third in their respective classes. In the end, Christine came out just slightly ahead.

Results

PROD: 1. Jeff Braucht; 2. Doug Booth; 3. Brent Ross; 4. Robert Cobb; 5. Kirk Ochwat.

GP: 1. Steve Ledwith; 2. John Koeinski.

MOD PROD: 1. Albert Parks; 2. Roger Smith.

MOD PROD 5: 1. Tryg Westby; 2. Dave Langford; 3. Kevin Dolan; 4. Bruce McFarland; 5. Stephen Behr.

GP 4: 1. Len Gambo; 2. Rick Mito.

MOD PROD 4: 1. Mark Thomas; 2. Howard Monise; 3. Scott Harmala; 4. Steve Biganski; 5. Mike Williams.

GP 3: 1. Daniel Cashen; 2. Mark Thomas; 3. Doug Toland; 4. David Bennett; 5. Frank Nellis.

GP 2: 1. Kenneth Stack; 2. Dave Behrendt; 3. Christine Baur; 4. Carl Foster; 5. Kevin Gardner.

PROD 3: 1. David Dolan; 2. Kirk Gravaes; 3. Richardo Chique; 4. Mike Haller; 5. Barry Smallwood; 6. Todd Brubaker; 7. Sue Sittman; 8. Jim Collins; 9. James Henderson; 10. Lee Flemming; 11. Jack Baker.

PROD 4: 1. Howard Monise; 2. Bernd Koegler; 3. Steve Biganski; 4. Mike Williams; 5. Mike Williams; 6. Steve Shelton; 7. Scott Harmala.

PROD 5: 1. Mark Shelton; 2. Dave Langford; 3. Tryg Westby; 4. Kevin Dolan; 5. Bruce McFarland; 6. Bill Price; 7. Steve Behr.

500 captured in Glover's daring airborne assault.

Saddleback presented some unforeseen obstacles to the combatants at the 500cc National. Including new uphill double jumps that defied conventional tactics. Or conventional machines.

Even so, there was no shortage of volunteers. All the big guns were there. All aiming for the checkered flag.

But when it came time for heroics, nobody could match Broc Glover.

He took off to an early lead to win the first moto, then touched down to a whisker-close

second in the second.

When the barrage ceased, he'd conquered both the terrain and the competition in Round 9 of the Wrangler Super Series.

Of course, he didn't do it single-handedly. He got a big boost from Yamaha engineering. The same kind of engineering that goes into the '83 YZs you can buy at your Yamaha dealer.

In case you want to launch an attack of your own.

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